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## WWA goes to Walt Disney World

AT: Pam Sherborne  
psherborne@amusementtoday.com

LAKE BUENA VISTA, Fla. — **World Waterpark Association** (WWA) members will dive into the 39th **Annual Symposium and Trade Show** this year at a place the event hasn't visited in a decade, the **Walt Disney World Resort**. And, because of this, WWA officials and staff are anticipating a great show.

This year's gathering is set for Oct. 7-10 at the **Disney's Coronado Springs Resort**. It will be filled with educational sessions and roundtable discussions on topics of importance to new water park owners and operators as well as existing ones.

The event's trade show will feature some of the newest water park innovations along with some high-level, tried-and-true products. There also are many network-

ing and social events scheduled throughout the week.

"We're incredibly excited to be able to take our group back to Walt Disney World Resort for our 39th annual show," said **Rick Root**, WWA's president. "The buzz has been ongoing for people to come together in one of the 'most magical places on Earth.'"

The location in Central Florida has allowed WWA to host networking events that will take attendees behind the scenes of **Disney's Typhoon Lagoon Water Park** as well as **Island H2O Live!**, located in Orlando's Margaritaville.

WWA's Aleatha Ezra noted it hasn't hurt that Disney is providing WWA guests with an abundance of amenities such as complimentary shuttle service to and from the airport via Disney's Magical Express, discounted pricing on theme park tickets and extra hours of fun in designated

Disney theme parks.

While WWA officials are looking forward to a high attendance for convention events and the many educational sessions, they also are expecting a sold-out trade show with an expected 300-plus booths featuring thousands of products. The trade show will run for two days, Oct. 8 and 9.

Root feels one thing that makes the WWA show special is that "it's a place where water park professionals learn from each other and make that meaningful connection." It also gives the WWA staff the opportunity to pick up on trends and gather information to present to members.

For the 2019 season, Root said they have found that many water park operators focused on finding the right balance for their facilities.

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The annual WWA Symposium and Trade Show, set for Oct. 7-10, will be held on the property of the Walt Disney World Resort for the first time in a decade. WWA officials are looking forward to a high attendance for the educational sessions as well as the social networking sessions. A sold-out trade show was expected with 300-plus booths.  
COURTESY WWA



Home springs eternal for Disneyland's Haunted Mansion and its "999 happy haunts," including the beloved Hitchhiking Ghosts.  
COURTESY  
DISNEYLAND RESORT



## Disney's Haunted Mansion marks 50 years of fears, fun

AT: Dean Lamanna  
dlamanna@amusementtoday.com

ANAHEIM — One of America's most famous residences — a house frightfully, delightfully inhabited but where no one has ever lived — now has a milestone planted amid its faux tombstones.

**Disneyland's** Haunted Mansion turned 50 recently, giving rise to park celebrations, an artifacts exhibit, souvenirs and a rollicking panel discussion at the popular **Midsummer Scream** horror / haunt fan and trade convention in nearby Long Beach (see story, page 37). Opened Aug. 9, 1969, after 15 years of planning and creative jostling, the iconic dark ride remains the gold standard for haunted attractions worldwide, including direct variations at three other Disney parks.

The original Haunted Mansion has entertained some 350 million guests en route to achieving classic status. From the moment the well-manicured, three-story, Victorian-style abode in New Orleans Square debuted, it brought a fresh combination of storytelling, time-tested theatrical illusions (such as the reflection-based Pepper's Ghost technique) and cutting-edge technology — all in the service of balancing horror and humor — to a familiar amusement park and carnival concept.

"It's up there on that Mount Rushmore of Disney attractions," said **Kevin Lively**, a writer in the story development

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# AMUSEMENT VIEWS

**AT NOTEBOOK:** John W.C. Robinson, jrobinson@amusementtoday.com

## Appreciating the smile



Robinson

I was having a conversation during the recent Golden Ticket Award ceremony at Silverwood Theme Park about how the industry comes together so well at events like that one. No matter what we do in the industry, when we come together, we shake hands, have a drink and have a laugh together like we're old friends even if we were perfect strangers just moments before. Our common ground? We work in the

amusement industry. We've got a passion for making sure people smile.

About 20 years ago, I was fresh out of college and starting my first "real job." The money was good, the people were friendly and the opportunity was plentiful. But, as with most jobs, too much time was spent harping over little things that didn't matter in the long run, and too often coworkers were concerned more about their own advancement than anything or anyone else.

I took a vacation in the midst of all that to Walt Disney World and Universal Orlando. I wasn't halfway through the week when I just paused, looked around and wondered to myself, *Why did I ever leave the park industry? This is my home.*

I'd grown up around amusement parks. My father was the operations manager of LeSourdsville Lake (Middletown, Ohio) when my parents met, and parks were just our reality. I worked alongside family in the parks handing out silverware at picnics or counting tickets for promotions. Even as a teenager, I was working in my dad's office writing press releases for upcoming events at parks he was working with or dropping off promotional items throughout the city.

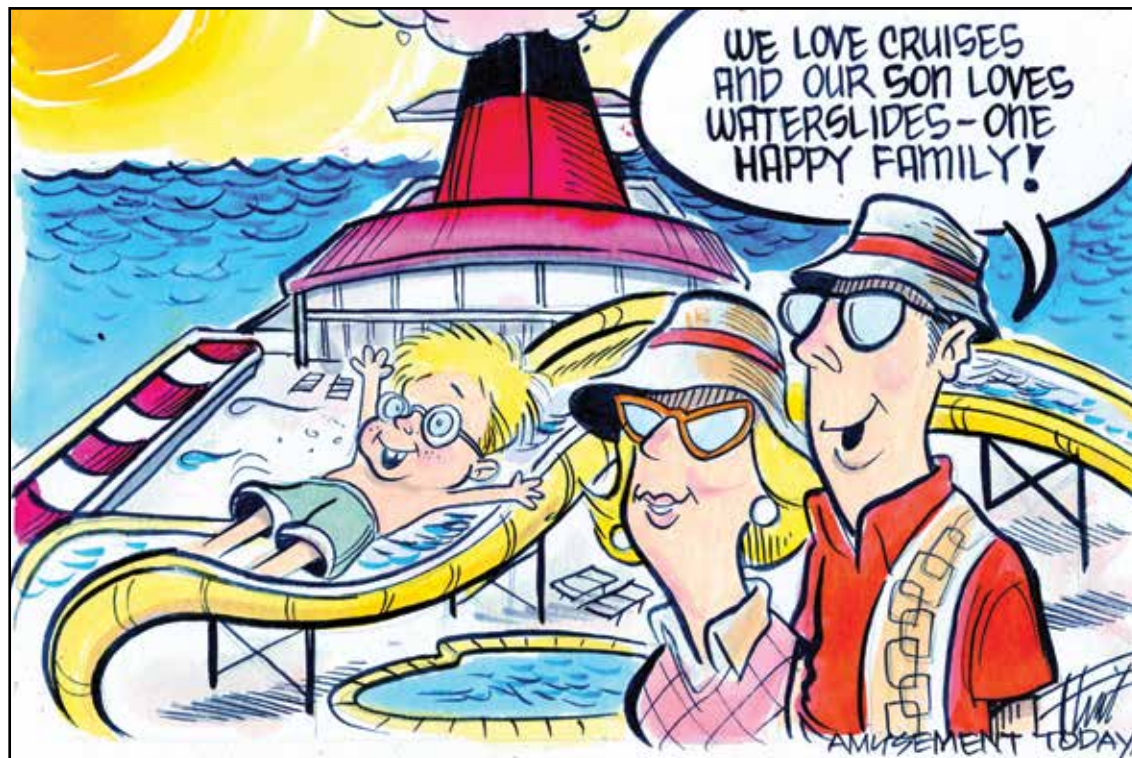
After years of doing that and finally getting out "on my own" ... I wanted back in. I wanted back into an industry where everything revolves around a paradise, an escape or some fun for families and guests of all ages.

On your worst day in this industry, what you're doing ensures someone is smiling. Today, right now, someone is smiling as a result of something you've done in this industry, something you've done while working and something you've done while collecting a paycheck.

The WWA Symposium and Trade Show is in October, the IAAPA Expo is just weeks away and January's safety seminars are around the corner. Through all of those, we'll be surrounded by people with one thing in common: they want to ensure people will be smiling tomorrow. It's all business, but it's the business of smiles.

The old adage is "It's not work if you're having fun." I'd argue that being part of this industry necessitates adjusting that statement to be: "It's not work, if you're ensuring someone is having fun ... today."

**FLINT'S VIEW:** Bubba Flint



**GUEST OPINION:** Damien Latham, Chair, WWA Board of Directors

## Swimming with the tide of sustainability

Ten years ago, the World Waterpark Association (WWA) Board of Directors launched an initiative supporting the water leisure industry's desire to teach children and their parents the importance of learning to swim and providing undistracted parental supervision. The result was the World's Largest Swimming Lesson, an annual event that, to date, has reached more than 300,000 participants in more than 50 countries and generated more than a billion media impressions.

One reason this initiative has seen such amazing support is that drowning prevention advocacy is deeply ingrained in the minds and hearts of water park owners and operators — safety, after all, is the driving force behind everything we do in our parks.

Just as we strive to be good stewards for the safety of our guests, our industry has been working toward better stewardship of our environmental resources. Over the past decade, new and existing water parks have introduced a variety of operational best practices that conserve electricity, reduce water consumption, and minimize



Latham

waste and pollutants. Companies such as Great Wolf Resorts, SeaWorld Parks & Entertainment and Center Parcs, among many others, have been leading the way in these and other conservation efforts.

Just as these brands have set goals to reduce waste, conserve natural resources and shrink their carbon footprint, the WWA Board of Directors is making sustainability an even higher priority for the coming years.

We are motivated by the fact that our guests care deeply about the impact our businesses have on the environment. Over the past few years, the concept of eco-friendly tourism has gained momentum, especially with younger generations who have seen changes in climate lead to more weather-related catastrophes.

We need to continue working toward more environmental best practices that all water parks can implement. Whether it's placing solar panels in parking lots or working with vendor partners to eliminate single-use plastics, we can and should make a meaningful impact on our planet's health.

We invite you to join us in these efforts. Your park guests will thank you for it.

*Opinions expressed on this page are those of the columnist(s) and do not necessarily reflect those of the publisher.*



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# 2 MINUTE DRILL



AT: Janice Witherow

## Tiffany Quilici, Roaring Springs Waterpark

**Tiffany Quilici** keeps busy as sales and marketing director for **Roaring Springs Waterpark**, **Wahooz Family Fun Zone** and **Pinz Bowling Center** in Meridian, Idaho, and she wouldn't have it any other way. She enjoys being productive and keeping a full schedule. She is active in **IAAPA** and has served on the board of directors as treasurer for the **World Waterpark Association** (WWA). When she's not working, Tiffany can be found hiking, snow skiing, having a great dessert or with her three children.

**Title:** Sales & Marketing Director.

**Number of years in the industry:** 18.

**Best thing about the industry:** My industry colleagues from around the world! Even though I only see many of them once a year at WWA or IAAPA, they are some of my best friends because they're fun people, working in a fun industry and we have so much in common.

**Favorite amusement ride:** Pandora – The World of Avatar at Disney's Animal Kingdom.

**If I wasn't working in the amusement industry, I would be ...** Looking for a job in the amusement industry!

**Biggest challenge facing our industry:** I consider myself lucky to work for a family-owned park that puts the guest experience first. I worry most about consolidation in the amusement industry, and our park being purchased by a large company more focused on the bottom line than providing an outstanding guest experience.

**The thing I like most about amusement/water park season is ...** The energy of the water park with everyone playing, laughing, screaming and having fun. I also love the atmosphere of the water park at sunset during our Night Slides.

**The thing I am most looking forward to at the WWA is...** Accepting an award for finishing my six-year term on the WWA Board of Directors, and also having my 13-year-old daughter and 15-year-old son join me for five more days of fun at Disney, Universal and the beach!

**Favorite pizza topping:** Hawaiian.

**The view from my office window is ...** The water park's ticket booth, but what's more interesting is the view directly in front of me, which is the vision board I make with my team every January that shows all of my hopes, dreams and goals for the year.

**All-time best road trip:** Every spring break we take a road trip to a ski resort. In the past three years we've skied at Whistler, B.C.; Jackson Hole, Wyoming; and Big Sky, Montana.

**It's October. My favorite Halloween candy is ...** Any and all chocolate candy bars.

**Favorite place to people-watch ...** The water park...my, my, swimsuits are getting cheeky!



**Tiffany Quilici enjoys being part of a family-owned facility that makes the guest experience its top priority.**

COURTESY ROARING SPRINGS WATERPARK

**The magazine I find myself reading most often is ...** I have a lifetime recipe collection from Cooking Light.

**The song that always puts me in a good mood is ...** "Make It Happen" by Mariah Carey. Also my license plate from the car I won selling Mary Kay Cosmetics in my early 20's: MKITHPN! And no, I don't drive a pink Cadillac!

**When I need to decompress, I go to ...** Hike in the mountains. I have several hiking guidebooks for southwest Idaho and I've been working on completing every hike for nearly a decade.

**The last concert I went to was ...** Elton John's Goodbye Yellow Brick Road.

**Three things I always carry with me ...** I always wear a nature-inspired bracelet and a silver necklace my dad gave me that has a medallion with a tree and three little leaves with my children's initials. And my phone...duh!

**In one word describe your job ...** The best job in the world (sorry, that's six words).

**My dream vacation is ...** A tropical locale with all kinds of outdoor adventures.

**The last time I rode a bike was ...** Two days ago, on the Boise River Greenbelt, with my 28-year-old daughter, to meet a friend for dinner at a funky taco place called Madre.

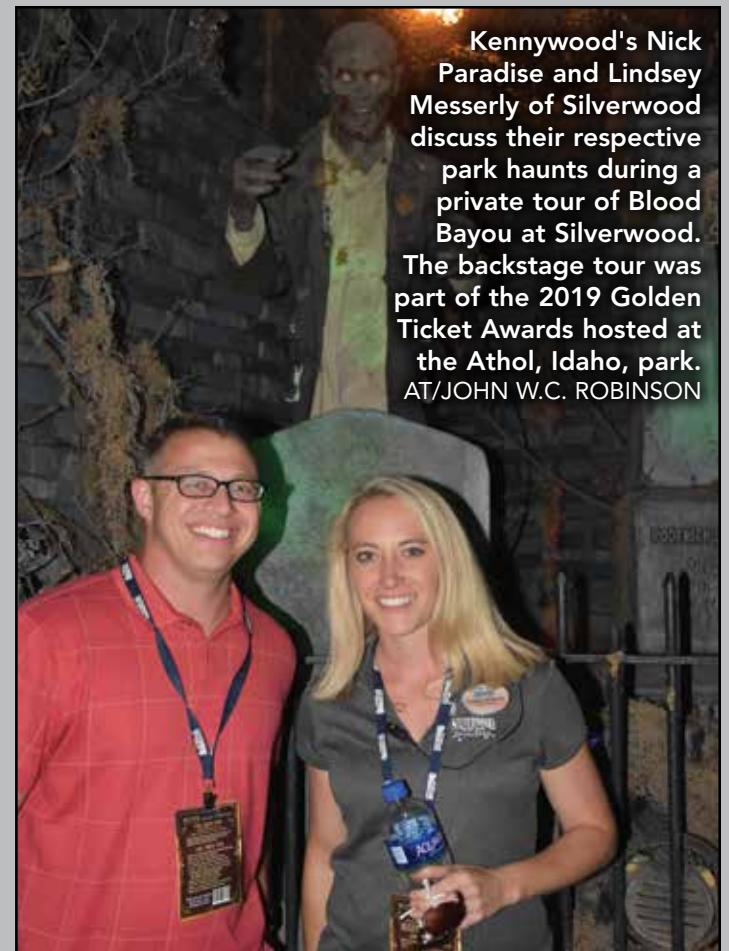
**The ring on my cell phone is programmed to ...** Something cheerful, but I should change it to our park's jingle, "Your family fun day, one day getaway!"

**It is 9 p.m. Where can we typically find you?** Best case scenario: watching Netflix and winding down. Realistic scenario: still doing all the work involved in being a grown-up.

**Favorite fall activity ...** Going to my son's high school mountain biking races at local ski resorts.

## THE INDUSTRY SEEN

### Spooky networking



Kennywood's Nick Paradise and Lindsey Messerly of Silverwood discuss their respective park haunts during a private tour of Blood Bayou at Silverwood. The backstage tour was part of the 2019 Golden Ticket Awards hosted at the Athol, Idaho, park. AT/JOHN W.C. ROBINSON

## Reflections ON FUN



AT: Lottie Minick

## The height of guest relations

One summer day at **Magic Springs** in Hot Springs, Arkansas, in 1978, **Monte Mitchell**, the park's marketing manager, heard on his radio that operators were exchanging words with a guest on the coaster's loading platform. Being close by, Monte moved to see if the situation needed defusing.

At the coaster, Monte observed that the loud guest was red in the face. His son, it turned out, was six inches short of the height requirement. Yet Dad insisted his boy be allowed to ride. Before Monte could speak, the man grabbed his son and split.

Half an hour later, Monte's radio crackled with another call from the coaster. Curious, he returned — and sure enough, it was the same argumentative guest. But this time the operators were smiling. The man was holding his son upright because the boy was now wearing adult high-top tennis shoes stuffed with newspaper. Even with the "lift," the kid wasn't tall enough. That didn't stop Dad.

As Monte leaned in to assuage the guest, the man wagged his finger at him while letting go of his unsteady son, who crumpled slowly to the platform. Monte whipped two complimentary park passes from his shirt pocket and handed them to the suddenly quiet father.

"Come back for free on me when your son is six inches taller," he said, easing the dispute into the brake run. "We'll all ride the coaster together."

Lottie Minick is a 45-year attractions industry veteran and co-owner of Dallas-based Minick Associates, a design firm founded by her late husband, Bob. Her monthly column features behind-the-scenes anecdotes of her own and from those who have worked in the business. Got a fun industry story? Email [lottie@minickassociates.com](mailto:lottie@minickassociates.com).





The annual WWA Symposium is expecting a sold-out trade show featuring thousands of new and tried-and-true products. The trade show will run for two days, Oct. 8 and 9. AT/DEAN LAMANNA; JOHN W.C. ROBINSON

## ►WWA Continued from page 1

"Finding the right balance was the name of the game in 2019," Root said. "Many seasonal, outdoor operators got off to a slow start within the North American market due to cool, rainy weather. However, as the poor weather in late May and throughout June turned into more favorable conditions, many parks experienced some of their busiest July and August months in the past few years."

The parks that implemented strong contingencies plans to get families out as soon as the skies cleared experienced better revenue growth, which helped balance out the slow start of the season.

"On the flip side, indoor operators benefitted from the poor early season weather and kept families enjoying recreation time inside," he said.

Development of both indoor and outdoor properties have remained consistent over the past few years throughout North America, Europe, the Middle East and Africa (EMEA) and Asia, Ezra said.

"Advances in technology have allowed indoor designers to imagine and deliver big ideas, even in smaller spaces," she said. "As always, indoor

development is a popular choice in regions that face seasonal weather because it takes the weather component out of the operating schedule."

Root said they have also seen the trend toward municipal water park development continue to move ahead at a robust pace.

"As more and more traditional, flat water pools age out, cities and municipalities around the globe are looking at the water park/aquatic center model as the next-level community service amenity," Root said.

Designers continue to find new ways to create footprints that are pleasing to the eye, safe to manage and generate steady revenue.

"And it's not just the smaller facilities that are coming onboard," he said. "Many of the latest public-sector water park venues have substantial theming and a varied attraction mix that puts them in line with their privately-owned counterparts."

There were several new projects scheduled to come online in the 2019 season, with several more projects set to open before the end of the year as well.

New project highlights include:

•**The Kartrite Resort &**

**Indoor Waterpark, New York, U.S.A.**

•**Thrill Waterpark at Perfect Day at CocoCay, The Bahamas** (At the time of this writing, the park in the Bahamas seemed to have come through Hurricane Dorian with no significant damages, according to reports from park owner **Royal Caribbean Cruises.**)

•**SoundWaves at Gaylord Opryland, Nashville, U.S.A.**

•**SC2 Waterpark, Rhyll, Scotland**

•**Island H2O Live!, Florida, U.S.A.**

•**The Wave Waterpark, Coventry, United Kingdom**

•**Luzhniki Aquapark, Moscow, Russia**

•**Rulantica Water World at Europa-Park, Rust, Germany**

Root said keeping park amenities fresh is vitally important to the success of any facility.

"People have more and more choices for what to do with their leisure time and their discretionary spending money, so whenever a water-park can offer a new attraction or a new service or program, that is a good thing for the bottom line," he said.

Parks don't necessarily need to add a new ride every year either. Sometimes new



evening events such as dive-in movies or adding early entrance hours for season pass holders is a great way for a park to break out and stand out to consumers.

### WWA Symposium schedule highlights

Even though the official kick-off of the 2019 WWA symposium is on Monday, Oct. 7, certificate courses start on Saturday, Oct. 5. These include the Aquatic Facility Operators Certificate Course, which runs for two consecutive days; the Certified Pool Operator Certificate Course, also running two consecutive days, and Ellis Lifeguard Instructors Licensing Program, running three consecutive days.

On Sunday, Oct. 6, the StarGuard Elite Lifeguard Instructor Development Course takes place. This course runs two consecutive days.

The WWA Annual Golf Tourney and Luncheon is set for the morning of Monday, Oct. 7, as is the WWA Advanced Water Quality Certificate Course. The latter a one-day course.

In addition, set for Monday, are four different WWA University topics being presented. These are: "Ready, Set, Go: A Guide to Getting Started Working," "Water Park Design, Development and Expansion Workshop," "Water Park Maintenance School," and "Creating A Unique Customer Experience For Individual and Groups," this latter topic being brand new this year. They are day-long sessions.

There are a number of session topics starting on the morning of Tuesday, Oct. 8, most lasting one hour. Some of these topics include how to bring search engine optimization in-house, discussions on the path to better management, creating attractions that improve length of stay,

how to deal with guests that are never satisfied and how to deal with bogus water park claims.

The Opening General Session is set for 11:30 a.m. Tuesday morning. This session officially kicks off the trade show. It is expected to include updates from the WWA Board of Directors and recognitions of Hall of Fame Inductees and board award winners.

The trade show opens at 12:30 p.m. with lunch being provided until 2:30 p.m. on the trade show floor.

The trade show will run until 6 p.m. From 5-6 p.m., the Welcome Reception is held on the trade show floor.

Tuesday evening the Annual Reunion Party at Disney's Typhoon Lagoon Water Park will be held.

Wednesday morning begins with a variety of educational sessions that run to 10 a.m., at which time the Keynote Session: "Fully Staffed - Finding, Developing and Keeping Great People In Your Water Park," is set to begin. It will be presented by **Eric Chester**, founder, **The Center for Work Ethic Development.**

The trade show opens at the conclusion of the Keynote Session at 11 a.m. and runs until 3:30 p.m. that day.

Wednesday afternoon will be filled with committee meetings as well as a variety of additional educational sessions. The WWA social visit to Island H2O Live! water park is set for this evening.

**Jessica Bound**, a customer experience consultant with the **DiJulius Group**, will kick Thursday morning off with her Keynote Session "Creating a Customer Service Revolution."

There are a variety of sessions this morning as well ending with the Disney's Typhoon Water Park Picnic, set for 1-5 p.m.



The annual WWA Symposium is a place where water park professionals learn from each other and make meaningful connections. It also gives the WWA staff the opportunity to pick up on trends and gather information to present to members. COURTESY WWA



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# World Waterpark Association 2019 Symposium and Trade Show

## EXHIBITOR LISTING

|   |             |  |             |  |             |
|---|-------------|--|-------------|--|-------------|
| 1RISK   | 817         | Fluidra  | 1117 - 1218 | Rain Drop Products LLC                               | 316 - 318   |
| 40 Below Joe                                    | 728         | Fluidtrol Process Technologies, Inc.                 | 1231        | Ramaker & Associates, Inc.                           | 922         |
| Accuplastics, Inc.                              | 103         | Foamdaddy  | 125         | RAVE Sports  | 907         |
| Aegis Energy Services                           | 204         | Foothill Communications, LLC                         | 705         | Recreation by Lemmie Jones, LLC                      | 1307        |
| AlliChem Performance Products                   | 333         | Freezing Point LLC/Frazil                            | 637         | Recreation Management                                | 1114        |
| Allied Specialty Insurance                      | 233         | Gantner Electronic GmbH                              | 1222        | Recreonics, Inc.                                     | 514         |
| Alligator Ice                                   | 128         | Gatemaster Technology Corporation                    | 1128        | Red Flint Sand & Gravel LLC                          | 145         |
| Alnet Americas, Inc.                            | 1303        | Gateway Ticketing Systems, Inc.                      | 413         | RenoSys Corporation                                  | 132         |
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| Amazing STIM/J&M Distribution                   | 1301        | GoBag/H2Odyssey                                      | 1144        | Robbi Promotional                                    | 804         |
| American Holtzkraft, Inc. (ahi)                 | 1140        | Green LED Lighting Solutions                         | 1244        | Rocky Mountain Sunscreen                             | 432         |
| American Jewel                                  | 1403        | Groupify   | 200         | Rola-Chem Corp.                                      | 213         |
| American Red Cross Training Services            | 417         | GTI (Game Time International)                        | 1230        | The Roudebush Company                                | 400         |
| <b>Amusement Today</b>                          | <b>928</b>  | Gum Wand   | 407         | Royal Basket Trucks, Inc.                            | 517 - 618   |
| Anchor Industries Inc.                          | 331         | H2O Safe T   | 1105        | Safe Slide Restoration                               | 410 - 412   |
| Appetize Technologies                           | 430         | Haas & Wilkerson Insurance/WWA Insurance             | 423 - 524   | SBR Sports, Inc.                                     | 1132        |
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| Aqua Revival LLC                                | 1007        | Hammerhead Steel Drums                               | 1224        | Sentag USA   | 136         |
| AquaCal, Inc.                                   | 238         | Hayward Commercial Aquatics                          | 1241        | SGM Inc.   | 737 - 739   |
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| aspect LED                                      | 100         | IAAPA  | 1217        | Splash Radio!/Neptune Radio!                         | 114 - 116   |
| Association of Aquatic Professionals            | 1009        | i-solutions USA                                      | 1039        | SplashTacular  | 531 - 632   |
| Axiall, A Westlake Company                      | 1204 - 1206 | Jack's Magic Products Inc.                           | 202         | SR Scales by SR Instruments, Inc.                    | 1023        |
| B Dry Towel, Inc.                               | 901         | Jeff Ellis & Associates Inc.                         | 532         | Stegmeier LLC  | 840         |
| Ballast VR                                      | 245         | LaMotte Company                                      | 229         | Stenner Pump Company                                 | 1130        |
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| CKI Locker, LLC D.B.A. American Locker          | 212         | Nets & More  | 311 - 313   | United Food Group                                    | 740         |
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| Dippin' Dots, LLC                               | 832         | Polin Waterparks                                     | 323-426     | waterparktech.com by Creative Polymers, Inc.         | 1004        |
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Imagineer Yale Gracey demonstrates a reflection-based illusion technique with the Hatbox Ghost; the ethereal character also is shown as he appears today. Construction on the Haunted Mansion's exterior was completed in the early 1960s. COURTESY DISNEYLAND RESORT

## ► MANSION

Continued from page 1

department of **Walt Disney Imagineering** (WDI) and a Haunted Mansion historian, in an interview with *Amusement Today*. "So many risks were taken with the attraction, especially with all the special effects. [Imagineer] **Yale Gracey** and his team were able to dust off effects that were basically staples in the magic community for generations and present them in new ways that really do trick your brain."

Gracey was just one of many Disney Legends involved in the project. Others Lively made a point to credit in discussion included animators **Claude Coats** and **Marc Davis**, designer **Rolly Crump**, writer **Xavier "X" Atencio** and **Leota Toombs**, a former Imagineer who served as the face of the attraction's séance-conducting Madame Leota.

The earliest idea for a haunted house at Disneyland dates back to a sketch artist **Harper Goff** made in 1952 during the park's conceptualization. The initial intent was to have a scary-looking manor, but Walt Disney wanted a home with a stately facade that belied the spirited goings-on inside.

The attraction's exterior was built in 1962-63. It sat dormant while Walt participated in the 1964-65 **New York World's Fair**, refocusing **WED Enterprises** (the forerunner of WDI) and his Imagineers on projects for that event. The World's Fair experience proved key to the Haunted Mansion's future, as it became a testing ground for technology, such as audio-animatronics, that would help lead to the attraction's success.

Originally, the Haunted Mansion was envisioned as a walkthrough, with guests led in small groups by a cast member who would describe scenes lasting a couple minutes. But the development of the Omnimover passenger conveyance system by Disney Legend **Bob Gurr**,

introduced at the World's Fair with the **Ford's Magic Skyway** and utilized in the 1967 Tomorrowland attraction **Adventure Thru Inner Space**, led to a different approach.

Dubbed "Doom Buggies" for the Haunted Mansion, the circular-tracked system's continuously gliding, strategically pivoting pod-like vehicles allowed the attraction to "control the speed at which everybody can move," explained Lively. "More importantly, the system could turn people 360 degrees to focus the camera of the eye. Making everybody look down a hallway with a floating candlestick, for example, created an advantage not only for the special effects team but for the attraction's overall development."

In addition to its obvious efficiency (2,500-plus riders per hour), maximization of the interior space and ability to keep projectors and lighting equipment out of sight, the system's dark, shell-shaped seating added a coffin-like immersive element to the experience.

Once it was decided to go the ride-through route, the WED creative team, which included interior designer **Tania Norris**, could get down to scaring up fun. But they would have to do so without the maestro-like leadership and final conceptual approval of Walt, who died in December 1966 at age 65.

Differences within the creative team soon emerged.

"Some wanted it to be scary, and some wanted it to be fun and lighthearted," Lively said. "So they compromised. When you go on the attraction today, it's still like that — the first half is spooky, grim, while the second half is 'grinning.' It has that balance. The genius writing and lyrics of X Atencio [e.g., the song 'Grim Grinning Ghosts'] ties it all together perfectly."

The ride's intimacy in placing guests closer to the action, he pointed out, also worked in its favor.

"When you look at other

Disneyland attractions at the time — starting with the first big one, **Jungle Cruise**, and fast-forwarding to **Pirates of the Caribbean** — everything is still kind of far away [from the vehicles]. But going through the hallways of the Haunted Mansion was different. This was a truly enchanted, up-close experience, with candelabras floating right in front of you and statues moving their heads. It's Disney magic."

With technologies evolving, that magic has been subject to occasional tweaks, upgrades and additions, Lively acknowledged. Scene enhancements have included a floating crystal ball for the séance in 2005 and the replacement of a static, translucent ghost bride with a multidimensional one in 2006. "We'll look at any opportunity to 'plus' the attraction if it stays within the tone and the story. But we're not here to fix something that isn't broken."

A native of Southern California, Lively grew up visiting Disneyland. He recalled his vivid first experience of the Haunted Mansion's opening act, in which guests crowd into the Portrait Chamber adorned with paintings that elongate to reveal disturbingly macabre scenes.

"The original Imagineers got their scares out right up front," he said. "The room stretching, then the roof going away and the skeleton hanging there. But then the bones rattle in a kind of comical way. And the doors open and the Ghost Host [voiced by **Paul Frees**] says, 'I didn't mean to frighten you prematurely....'"

"They really knew what they were doing — playing with the emotions and putting people into a proper haunted house attraction. Just imagine going into the Haunted Mansion if you didn't have the Hitchhiking Ghosts or didn't have a bunch of ghosts having a swinging wake in the cemetery — what a downer. But you end up leaving on a happy note."

•disneyland.com

# A-haunting we will go...

## EASTERN U.S.

### Busch Gardens Tampa Bay (Tampa, Fla.)

The 20th anniversary of the park's **Howl-O-Scream** is promising more scares than ever — with a new haunted house and three new scare zones added to the shrieking mayhem. *Select dates through Nov. 2.*

### Gatorland (Orlando, Fla.)

The Alligator Capital of the World's first Halloween event, **Gators, Ghosts and Goblins**, features several spooky themed areas along with ghoulish actors, selfie zones, shows and "Frank & Stein's" **Octoberfest Pavilion**. *Select dates through Oct. 31.*

### Kentucky Kingdom (Louisville, Ky.)

The park is celebrating its 30th anniversary with the revival of **HallOScream**, a popular 1990s-era event offering treats by day and ghouls by night. *Weekends in October.*

### Legoland Florida Resort (Winter Haven, Fla.)

**Brick or Treat**, a kid-friendly event, offers lightly frightful character interactions, Lego builds and meet-and-greet opportunities with seven event-exclusive Lego characters — including, new this year, **Lego Scarecrow**. *Select dates through Oct. 27.*

### Universal Orlando Resort (Orlando, Fla.)

**Halloween Horror Nights** returns with a nighttime lagoon show called "**Hollywood Marathon of Mayhem**" and an original maze, **Yeti: Terror of the Yukon**, plus mazes and scares based on IP including *Us*, *Ghostbusters*, *House of 1000 Corpses*, *Killer Klowns from Outer Space* and Universal's classic monsters. *Select dates through Nov. 2.*

## WESTERN U.S.

### Disneyland Resort (Anaheim, Calif.)

Disneyland's Haunted Mansion, celebrating its 50th anniversary, transforms into **Haunted Mansion Holiday**, inspired by *Tim Burton's The Nightmare Before Christmas*. Disney's California Adventure debuts **Oogie Boogie Bash — A Disney Halloween Party**, a separate-ticket after-hours event. *Select dates through Oct. 31.*

### Knott's Berry Farm (Buena Park, Calif.)

The 47th season of **Knott's Scary Farm** boasts nine mazes, including two new ones — **Origins: The Curse of Calico**, with paranormal activity plaguing a town, and **Wax Works**, with guests fleeing the bubbling paraffin cauldron of a mad plastic surgeon. **Knott's Spooky Farm** offers family-friendly daytime fun. *Select dates through Nov. 2.*

### Six Flags Magic Mountain (Valencia, Calif.)

A looming steampunk tarantula, an extra-terrifying retelling of "**Little Red Riding Hood**" and several rides operated completely dark join six scare zones, six mazes and monstrous entertainment for the park's annual **Fright Fest**. *Select dates through Nov. 3.*

### Universal Studios Hollywood (Universal City, Calif.)

**Halloween Horror Nights** rolls out all-new mazes based on *Us*, *Ghostbusters*, *Creepshow* and *Killer Klowns from Outer Space* as well as the television series *Stranger Things*. The park's permanent maze based on *The Walking Dead* cranks up the horror. *Select dates through Nov. 3.*

## INTERNATIONAL

### Gardaland (Verona, Italy)

**Gardaland Magic Halloween** and new **Fearful Fridays** events are unleashing zombies, witches and vampires while offering frightful interactive fun. *Select dates through Nov. 3.*

### Toverland (Sevenum, Netherlands)

The park offers eight nights featuring 100 actors roaming five scare zones, two haunted houses, a maze and a new walk-through experience called **The Witch's Forest**. *Select dates through Oct. 27.*

### Universal Studios Japan (Osaka, Japan)

In addition to its regionalized version of **Halloween Horror Nights**, the park has dressed up **The Wizarding World of Harry Potter** for the holiday. *Select dates through Nov. 4.*



# PARKS, FAIRS & ATTRACTIONS

► Cincinnati's Coney Island closes dry rides — page 17 / D23 Expo reveals new attractions — page 20

## Cedar Fair's Grand Carnivale increases attendance, entertainment value

AT: Pam Sherborne

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ALLENTOWN, Pa. — The success of the Grand Carnivale, held for three weeks this season at four Cedar Fair Entertainment parks, is certainly proof that a new ride doesn't have to be the centerpiece of a park's season. A new event can create the same excitement and increase attendance as well.

**Dorney Park and Wildwater Kingdom**, one of the four parks that presented the huge production saw guests coming back multiple times and even dressing in costume. Grand Carnivale was held there July 20-Aug. 11.

"We definitely saw more guests during the three weeks we had the event here," said **Michael Fehnel**, Dorney Park general manager. "People just wanted to see it over and over again."

The Grand Carnivale was created and pulled together by Cedar Fair's live entertainment department. The production celebrated the sights, sounds, smells and tastes from cultures around the world including India, China, Italy, France and Germany.

The totally immersive event included a parade with nine lavishly decorated floats called the Spectacle of Color Parade, which began at 5 p.m. Costumed performers welcomed guests to the parade then the party spilled over into the Carnivale Street Party where there was a variety of live performances, crafts, games and an abundance of international foods and beverage.

The park teams enjoyed the event as well.

"Our team loved it so much so they really put the extra effort in there for it," Fehnel said, adding the production ran every single day during the three weeks it was scheduled at the park.

"The scale was so large, it took talented organizations coming together to pull it off," Fehnel said.

His sentiments were echoed by **Chris Foshee**, public rela-

tions and communications director at **Worlds of Fun**, Kansas City, Mo. The event was held there July 13-Aug. 4.

"We definitely saw an increase in attendance during the production," Foshee said. "The Spectacle of Color Parade was a big hit. From the elaborate floats and immersive theatrics to the interactive performances and festive atmosphere, it really delivered an over-the-top, unique experience for our guests."

"Our teams were able to carry over the energy from the parade into our Carnivale Street Party, which kept the good times rolling into the night with dancing, live music and fireworks," he said.

The Grand Carnivale, which had two units this year, also was held at **Kings Dominion**, Doswell, Va., June 15-July 7, and **Kings Island**, Kings Island, Ohio, during the same dates.

**Maggie Sellers**, communications manager, Kings Dominion, said the Grand Carnivale also was a great success for her park.

"Guests loved all aspects of the event, from the food to the performers and even into the night with the Carnivale Street Party," Sellers said. "It was truly amazing to see everyone gathered for the Spectacle of Color Parade. Seeing all of the guests interacting and dancing with the performers



While the Grand Carnivale was at each Cedar Fair park, the production would begin with the Spectacle of Color Parade. The entertainment would spill into the streets for the Carnivale Street Party. COURTESY MICHELLE MOMANY

made it all the more special."

By all reports, **Kings Island** saw the same success.

The idea for the Grand Carnivale was a collaborative effort by both the Cedar Fair organization and outside design and creative experts, said **Brent Barr**, vice president, Cedar Fair's live entertainment department.

"We started working on the project in September of 2018 and

rolled out the first set of parades at Kings Island and Kings Dominion on June 15, 2019," Barr said.

Barr said it took approximately 175 individuals to make Carnivale happen including performers, technicians, costumers, drivers and operations personnel. The cast was a combination of both local and outside performers.

"We worked with several casting agencies to bring in the

special performance skills needed to make Carnivale great," Barr said.

Those agencies included **Michael Windish Productions**, **Les Productions Haut-Vol**, and **RWS Entertainment Group**.

Other production partners used in at least one of the four parks included **Rozzi Fireworks**, **All Wheels Sports**, **Kern Studios**, **Lawless Industries**, **3DX Scenic and Iacono Company**, **S4 Lights**, **Curtis Creative Design and Marketing**, **MCW Designs**, **Great Lakes Audio Visual** and **Creative Development**.

The food also was a highly popular element to the event.

"It really encompassed our whole team," Fehnel said. "We even brought in a craft beer from each one of the five countries. I would call it an ensemble effort."

Next year the Grand Carnivale will be expanded adding **Valleyfair**, **Shakeopee**, **Minn.**, and **Carowinds**, **Charlotte, N.C.**

"We will have three parade fleets that each travel to two parks," Barr said.



The Grand Carnivale included a variety of live entertainment performances, crafts, games, and an abundance of international foods and beverages. COURTESY MICHELLE MOMANY

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# Six Flags parks announce new rides and attractions for 2020

AT: Tim Baldwin

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In its long list of new additions headed to parks in 2020, **Six Flags** is partnering with several suppliers making for a busy season.

Two new roller coasters lead the way. **Six Flags Great Adventure** has signed with **Rocky Mountain Construction** to produce **Jersey Devil Coaster**, a record-setting single-rail roller coaster. Having debuted this new genre in 2018, RMC is going bigger and bolder. Trains on **Jersey Devil** will be elongated to 12 single-passenger cars, and the ride will climb to 130 feet. Track length is 3,000 feet (more than 1,000 feet longer than the original).

"The height and length have been significantly increased," said **Jake Kilcup**, COO, Rocky Mountain Construction. "I know the first installations packed a major punch in a condensed layout. Hopefully our fans will enjoy a similar ride with a longer duration."

The ride will feature three inversions: a dive loop, a zero-G stall and a zero-G roll.

"The elements will need to be drawn out a bit more," Kilcup told *Amusement Today*. "A longer train gives you more of a whip effect. If we kept the elements as tight as they were before, we'd be cracking the whip pretty hard, so those last few riders would be pushing beyond the boundaries."

**Six Flags Over Texas**, ever mindful of the summer heat, is introducing **Aquaman Power Wave**, a **Power Splash Coaster** from **Mack Rides**.

Replacing a retired splash-water ride, the new attraction features a 20-passenger boat on rails. Riders are launched three times, each time going over an airtime hump — once forward and two times backward. Two 90-degree reverse points send the boat skyward. On the final plunge, a section of track is quickly covered with



Jersey Devil Coaster will be the tallest and longest installation of Rocky Mountain Construction's single-rail coaster. COURTESY SIX FLAGS PARKS

water which delivers a massive splash effect as the boat travels through it.

"It's been my contention over time that the park is so hot, and people don't tolerate the heat like they used to," said Park President Steve Martindale. "That was the genesis for the **Splash Parade** we did this summer. We're on the right track with this water coaster. It's such a unique concept. People are going to be surprised by how fast it accelerates — 0 to 60-plus in just a few seconds. The verticals at each end of the ride are great and the splash at the end is the real payoff."

**Six Flags Great America** is introducing the world's tallest water coaster in the park's **Hurricane Harbor** water park. Dubbed **Tsunami Surge**, the **Master Blaster** from **WhiteWater West** stands 86 feet tall. The ride will deliver five drops, five hairpin turns and three uphill sections. Top speed will be 28 mph.

"The **Master Blaster's** lengthy history is its biggest asset. It is one of our most versatile products," said **Kelly Williams**, manager of waterslide engineering, **WhiteWater West**. "It will feel like a roller coaster with near-weightless drops and climbs that feel like being fired from a cannon. This is going to be a very, very good ride."

**WhiteWater West** is also supplying waterslide towers to **Hurricane Harbor** parks in **Arlington, Texas**; **Rockford, Ill.**; and **Oklahoma City, Okla.** The latter two are being rebranded from their previous names of **Magic Waters** and **White Water**.

New to the theme park chain is the **Booster** ride manufactured by **Funtime**. Two installations will be going in for 2020. At **Six Flags St. Louis**, it will be dubbed **Catwoman's Whip**. At **The Great Escape**, the ride will be a big thriller for the park and be called **Adirondack Outlaw**.

**Funtime** is represented in the United States by **Ride Entertainment**.

"We're thrilled with the continued partnership with **Six Flags**. They come to **Ride Entertainment** and **Funtime** looking for new thrill rides," said **Adam Sandy**, president of business development, **Ride Entertainment**. "St. Louis holds a special place in my heart, as it was the park I went to growing up; my parents still live nearby. Personally, it is so much fun to open my third ride at **Six Flags St. Louis**. In **New York**, this ride is one of the biggest attractions since the **Comet** opened at **The Great Escape**."

**Six Flags** and **Zamperla** have enjoyed a long partnership in past years and 2020



Two **Booster** rides from **Funtime** will whip into **Six Flags St. Louis** and **The Great Escape**. COURTESY FUNTIME; SIX FLAGS



will be no different. Six rides will be debuting in the theme park chain, starting with something brand new. **Daredevil Dive Flying Machines** is a **Super Air Race** coming to **Six Flags Fiesta Texas**. The 24-passenger ride rises into the air while delivering tailspin aerobic maneuvers.

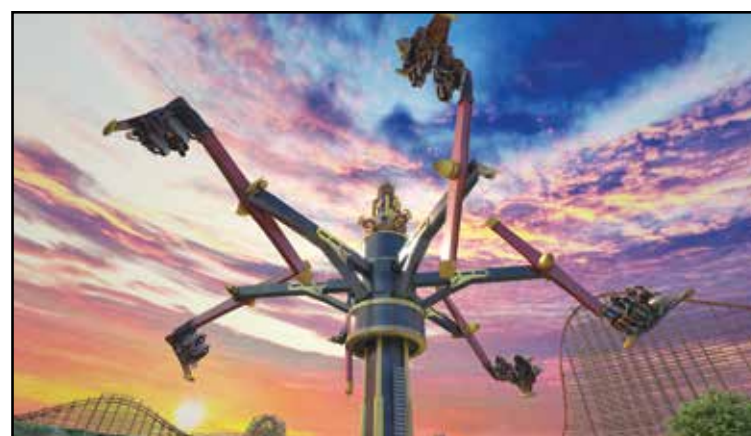
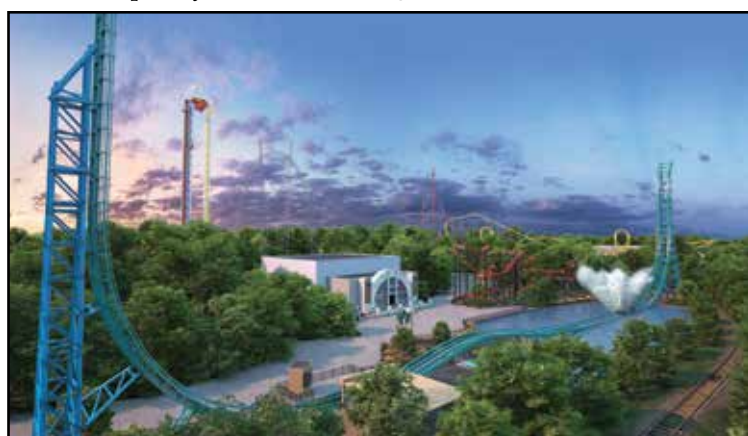
Familiar **Zamperla** offerings will include a **Giant Discovery** headed to **Six Flags America** (called **Harley Quinn Spinsanity**), and a **Giga Discovery** named **Crazanity** is headed to **Six Flags Mexico**. Two **Endeavors** will be delivered, one to **Six Flags New England** as **Supergirl Sky Flyer**

and the other at **Six Flags Over Georgia** as **Catwoman Whip**. The **Atlanta** theme park will combine it with a reintroduced **Eli Bridge Scrambler** themed to **Poison Ivy**.

A **Zamperla** spinning coaster called **Safari Sidewinder** will bring **Six Flags Discovery Kingdom's** coaster count to 11.

More water fun is com-

► See **SIX FLAGS**, page 14



**Aquaman Power Wave** at **Six Flags Over Texas** (left) will be supplied by **Mack Rides**. **Crazanity**, a **Giga Discovery** (center) is headed to **Six Flags Mexico**. **Six Flags Fiesta Texas** will adorn the **Super Air Race** from **Zamperla** (right) with a **steampunk** theme. COURTESY SIX FLAGS PARKS; AT/TIM BALDWIN



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**Wahoo Racer (above)** will be heading to Hurricane Harbor Oklahoma City. **Python Plunge (left)** is coming to Six Flags White Water north of Atlanta. COURTESY SIX FLAGS PARKS

## ►SIX FLAGS

Continued from page 12

ing to the Six Flags family. **Hurricane Harbor Phoenix** is adding Paradise Island, a new area geared toward families with young children. Paradise Island will feature a 257,000-gallon activity pool with multiple interactive elements. The entire expansion covers nearly 42,000 square feet. **Six Flags White Water** north of Atlanta and **Six Flags Darien Lake** are receiving two attractions from **ProSlide**. The Georgia park is introducing Python Plunge, a five-story,

two-person slide that whips riders through high-banked saucers during a 500-foot race to the bottom. Wahoo Wave at Darien Lake, now rebranding its water park as Hurricane Harbor, is a four-passenger waterslide that stands six stories and drops riders into a steep plunge sending them up a 30-foot wave wall producing weightlessness.

At **La Ronde**, a refurbished **Intamin Zaccspin** will be relocated from its former home of **Six Flags Magic Mountain** to the Canadian park. In its new home, it will be known as **Vipère**.

# Tidal Wave to roll into Quassy for 2020

MIDDLEBURY, Conn. — **Quassy Amusement & Waterpark's** ship is about to come in. The lakeside property will introduce Tidal Wave, a family ride from **SBF/Visa Group**.

"We're certainly excited about bringing this new attraction in for next season," said Quassy President, **Eric Anderson**. "It will replace the Pirate ship, which has been at the park since our centennial in 2008."

Currently being built in Italy, Tidal Wave will have a capacity of 32 persons with eight rows of bench seats to accommodate up to four guests each. The colorful attraction also will feature a state-of-the-art LED lighting system that will illuminate the ride towers and pendulum as well as the entrance area.

"Our other new rides installed in recent years all have LEDs and we've added the computerized lights to a number of other existing rides and attractions in the park," Anderson said.

Tidal Wave marks the sixth new ride from **SBF/Visa Group** that Quassy has purchased over the past decade. The deals were brokered by **Rides 4 U** of Somerville, N.J..

"We really like the build, looks and repeat ridership in our SBF/Visa lineup," Anderson asserted. "They've been in the business for more than 50 years and have a very diverse catalog of equipment with hundreds in installations worldwide."

Quassy's first SBF/Visa ride was introduced in 2010, when the park embarked on a multi-year capital improvement plan. Free Fall'N, a 33-foot family drop tower, was ordered in November of 2009 at the **International Association of Amusement Parks and Attractions (IAAPA)** Expo and delivered the following March, prior to the park's April opening.

"Free Fall'N is as popular today as it was when we first opened it," Anderson said, of the thrill ride that holds 12 guests and plunges them during a series of drops more than 30 feet above the midway.

•quassy.com

## Park Post-its



AT: Pam Sherborne  
psherborne@amusementtoday.com

**Cedar Point**, Sandusky, Ohio, will celebrate its 150th anniversary next year. Among the many specials and events planned for the celebration, officials are kicking off the year with the introduction of the 2020 anniversary Gold Pass.

For \$99, the new, limited-edition pass provides unlimited access to next year's season-long celebration to Cedar Point and **Cedar Point Shores Waterpark**. It includes free parking, discounts on food and merchandise, bring-a-friend admission discounts and exclusive ride times. The Gold Pass also comes with access to "Golden Entry," the opportunity to ride some of the park's best attractions 30 minutes prior to posted park opening time.

The pass actually went on sale before the 2019 season ends. Guests were able to use it for the remaining part of the 2019 season as well as the ongoing Halloween event.

The new Gold Pass is available now at the park and at [cedarpoint.com](http://cedarpoint.com).

In addition to the Gold Pass, officials are planning a plethora of activities in 2020. Guests will be able to enjoy a fully-immersive nighttime celebration along the Main Midway, try new, delicious and innovative food options (along with a few throwbacks of old), take home new memories with a complete line of nostalgic souvenirs and merchandise, step into a reimagined Town Hall in Frontier Town and climb aboard a river expedition for a new generation.

Park officials also are seeking photos, videos and stories from guests who have visited the facility over the years. Whether it's currently an annual family tradition, or it was the place a couple connected for the first time, these memories will be shared across multiple platforms for all to enjoy, including the park's website, on social media, inside the park and in advertising.

Cedar Point is home to 70 rides, including 18 world-class roller coasters, the Cedar Point Shores Waterpark, a mile-long beach, marinas, hotels and more.

**Wild Adventures**, Valdosta, Ga., welcomed a new addition to its zoo this past season, a female two-toed sloth. A brand new habitat was built for her and the park's male sloth.

The new Sloth House is located near the entrance to the Alapaha Trail in Discovery Outpost.

Wild Adventures Theme Park is located at the halfway point between Atlanta, Ga., and Orlando, Fla., off Interstate 75 and is home to more than 40 family and thrill rides, hundreds of exotic animals, dozens of concerts and special events each year and Splash Island Waterpark.

After the sun set on **Kennywood** park's 2019 summer season and before the Fright Nights begin, the West Mifflin, Pa., facility of-

fered two popular food and drink festivals. Both ran last month, with Brews in the Park on Sept. 21 and the Pittsburgh Pierogi Festival the next day.

Sponsored by **Stratwood Catering**, Brews in the Park brings more than 100 varieties of IPAs, pilsners, porters and other craft beers available for samplings scattered throughout Kennywood. New to Brews this year was an Oktoberfest area, including a live polka band, themed drinks and games. Live music, specialty food trucks and Kennywood concessions also were available.

The next day, the Pittsburgh Pierogi Festival brought in more than 30 food vendors offering twists on the classic pierogi.

The **Louisiana Children's Museum**, New Orleans, reopened in its new location at the end of August. Now located inside **City Park**, the new \$47.5 million facility, geared for those ages eight years old and younger, encompasses many new exhibits as well as some revamped favorites.

One new exhibit is a 100-foot-long Mississippi River replica that teaches kids about the tributaries that flow into the "Mighty Mississippi" as well as flood control structures in place. It takes students on a wet trip from Minnesota to the Gulf of Mexico.

There is a new jazz room, a new toddler zone and a new playhouse inspired and painted by artist **Terrance Osborne**.

A revamped area is the grocery store complete with a kitchen and Mr. Okra Food Truck. Also back is the bubble room and is now inclusive with the ability to fit a wheelchair in the space.

The community was able to get into the action by placing fingerprints all over the museum, from the writing on the wall, to some of the artwork being displayed.

The fun isn't limited to the indoors. As part of the new grounds, the museum extends across eight and one-half acres and incorporates sensory and edible gardens, a floating classroom and an interpretive wetlands area.

The **Mile High Flea Market**, Henderson, Colo., celebrated the opening of a new attraction at the end of August this year. That new attraction is the Heritage Big Wheel, a 60-foot-tall wheel that came to the flea market grounds from the now shuttered **Heritage Square** amusement park in Golden, Colo., closed in June 2018. The wheel, manufactured by **Eli Bridge Co.** and with 16 seats, was refurbished and is now placed permanently along with the other attractions on the grounds.

Part of the proceeds from the wheel benefit **Super Heroes 4 Charity**, a charity based in Loveland, Colo., which combats bullying.

The Mile High Flea Market provides a year-round flea market venue as well as a farmers market, a variety of other shopping, an amusement park and a calendar full of live entertainment throughout the year. It is open Fridays-Sundays.

A major transformation is underway at the **Houston Zoo** to prepare for the facility's 100th anniversary in 2022. The project has so far opened the expanded black bear habitat and the Texas wetlands exhibit and will open a new exhibit designed to resemble the Pantanal region of South America around Memorial Day 2020. A second phase would create experiential zones themed around geographic ecosystems.



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# Star Wars: Galaxy's Edge in Orlando delivers intergalactic experience

AT: David Fake  
Special to Amusement Today

LAKE BUENA VISTA, Fla. — Star Wars: Galaxy's Edge, the new land at Disney's Hollywood Studios in Florida, opened to the general public on August 29, 2019, after several weeks of cast member and media previews. The resounding response from those who have since experienced the immersive land and its initial attraction Millennium Falcon: Smugglers Run has been extremely favorable.

As could be expected, the *Star Wars* uber-fandom has full-on embraced the addition of the land to the park and the acute attention to detail, therein. However, the surprise response is coming from those few who fall into the categories of not-really-into *Star Wars*, newly introduced to *Star Wars*, or those too young to be introduced to, or invested in, the franchise. The reviews of guests who have experienced the land from these categories have been equally positive. It is a pretty safe bet that this "surprise" embrace by many is not a surprise at all, but a well-thought-out plan of **Walt Disney Imagineering** in all stages of the planning and design of *Star Wars: Galaxy's Edge*.

The new 14-acre land is experiential by design. Disney has stated its intention was to create an immersive *Star Wars* experience for its guests. In addition to the importance of the attention to detail with respect to the films, sound also plays a large role in the experience. Gone is the traditional background music that is iconic to the Disney parks' lands. Here, the music is replaced with a multitude of layered cinematic sounds and audio effects. The result is an incredible surround sound-like experience that is largely ambient, yet quite



effective, like the cacophonous sounds of the busy Black Spire Outpost Market. But audio effects also can be very noticeable when intended to be, such as the impossible-to-miss sound and feel of bass when X-wing fighters do an audio flyby.

The land is set in the Black Spire Outpost Village on the planet of Batuu at the far edge of the galaxy. The entire land is an attraction in and of itself, with many unique, themed food, drink and shopping options that cater to all level of fans and depths of pocket-book (Lightsabers sell for up to \$199). There is nothing traditional about these offerings, including the Coca-Cola product packaging, which are exclusively designed for the land, which are sold at well-themed droid-manned drink carts. The exclusive *Star Wars* toys sold in the Toydarian Toymaker shop within The Market are designed to look handmade and constructed of wood, tin, and burlap fabrics. Everything, including the bathrooms, have a backstory that has either been pulled directly from, or inspired by the *Star Wars* franchise.

The signature attraction of *Star Wars: Galaxy's Edge* is Millennium Falcon: Smugglers Run. The ride can be found at the center of the land and is located "within" the iconic Millennium



Featuring a A-1000 humaniod audio-animatronic figure of space pirate Hondo Ohnaka (above left), the scale and immensity of *Star Wars: Galaxy's Edge* is breathtaking. At 14 acres, the new land at Disney's Florida and California resorts is the company's largest single-themed land expansions ever.  
AT/DAVID FAKE; COURTESY WALT DISNEY WORLD

Falcon, a full-size replica of the ship, constructed with painstaking detail. During the preshow for the attraction, guests are introduced to Hondo Ohnaka, a Weequay pirate, featured in two animated *Star Wars* series. This, and all audio-animatronics within the land, are Disney's A-1000 Humanoid line that feature next generation electronic motors, as opposed to their predecessors, which used hydraulic motors. As guests board the Millennium Falcon, they arrive in the iconic "chess room," which, again, is



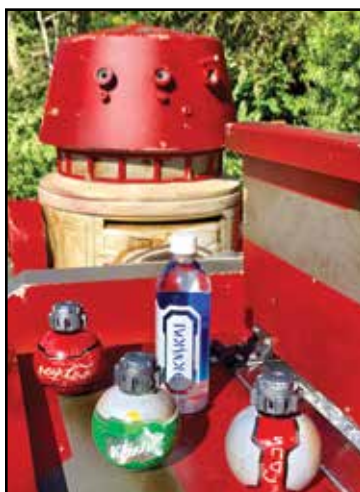
replicated with amazingly precise detail. Guests have a few moments to look around the room before being assembled with their team to enter the cockpit for the ride, which might be best described as part video game, part cinematic experience, and part interactive simulator ride. A total of six guests, two pilots, two gunners, and two engineers, comprise the team tasked with the mission.

Each guest has responsibilities throughout the four-and-a-half-minute experience, and each responsibility has direct affect on the outcome/scoring of the mission. The cockpit contains over 200 buttons, knobs, levers and switches that are fully functional and their activation directly impacts the mission. There are many things happening simultaneously throughout the ride, and each experience is different depending on the guests, their roles, and their level of interaction, and ability to take direction. This simulator is extremely well-tuned and smooth, but as with all simulators can be disorienting for some guests.

Disney Hollywood Studios'

*Star Wars: Galaxy's Edge* opened almost three full months after *Disneyland* premiered its near carbon copy of this land. Conversely, the Florida park's guest will get to experience *Star Wars: Rise of the Resistance*, the second phase attraction of both *Star Wars: Galaxy's Edge* lands on December 5, 2019, more than a month before the California park's guests, when it opens on January 17, 2020. This, the second major attraction for the *Star Wars* lands has been described as a fully immersive dark ride-like attraction that will utilize a trackless omnimover vehicle as well as other forms of transport. The attraction will be comprised of several stages of experiences that in full, will be spread over 30-plus minutes.

The most enthusiastic reviews of *Star Wars: Galaxy's Edge* may very well be coming from a subset of Disney fans who have found a renewed faith in Disney for its return to their heyday of attraction design. These fans are praising the trend they have seen over the last several years with the openings of *Avatar*, *Toy Story*, and now, *Star Wars* lands.



All food, beverage and retail is highly and uniquely themed within *Star Wars: Galaxy's Edge*. Even with the extensive and realistic theming, the Disney tradition of hidden Mickeys is evident throughout the new land. AT/DAVID FAKE



# Ohio's Coney Island closes its dry rides, focuses on water park

CINCINNATI, Ohio — After extensive consumer research, **Coney Island** amusement park officials decided in mid-September to close down the entire ride side of the park.



"The plan is to focus more on the Sunlite pool and a water park expansion," said **Shawn Maus**, Coney Island communications and marketing manager. "We have closed and are selling all of our rides."

**Maus** said Coney Island officials brought everyone together and gave them their decision last month.

"In closing the ride section, we lose 13 full-time positions," **Maus** said.

The consumer research at the park, all of which came from customer feedback, showed that the vast majority of the park guests are going because of the Sunlite Pool area. For the 2019 season, Coney Island installed a diving pool adjacent to the Sunlite pool. **Maus** said the new pool was a tremendous hit.

No announcements have been made as to what will go into the water park expansion or when. But, **Maus** said they are looking at 2025 to have everything complete. That is the 100th anniversary of the Sunlite pool, Coney Island's large 200-foot by 400-foot pool.

Park officials also plan to create additional spaces for its popular events such as the Appalachian Festival and Summer-fair Cincinnati and carve out new spaces to host new events, community festivals and group outings.

**Rides 4 U** is selling the rides for Coney Island. **Len Soled** said he feels the rides will go fairly quickly.

"The equipment is pristine," he said. "It has been well-maintained and everything has been open and operating."

**Soled** said the first day he had the rides up for sale, two of them were purchased. On day two, **Rides 4 U** fielded more than a couple dozen phone calls about the rides.

"We planned to take some of the rides to the **International Association of Amusement Parks and Attractions (IAAPA)** Expo, but I am not sure if we will have any left," **Soled** said. "Coney Island wants all the rides gone by Dec. 15."

—Pam Sherborne



All of the Coney Island rides up for sale are in pristine condition, including a classic 1966 Allan Herschell Helicopter ride (left), Chance Carousel (center) and a 1960 Sellner Tilt-A-Whirl. COURTESY CONEY ISLAND (CINCINNATI)








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| •2002 Hampton Turtle Parade             | \$12,500  |
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## Beech Bend guests flip for new Lazer Fury 360



BOWLING GREEN, Ky. — Beech Bend Park and Splash Lagoon's new attraction for 2019, Lazer Fury 360, "turned out to be a hit," said Charlotte Gonzalez, general manager. She describes the ride, from American Products, as a dark ride that combines bumper cars with laser tag. "If you get hit," she said, "it spins you upside down 360. It looks pretty cool." The attraction is located in a renovated barn building that formerly held the park's goats. Beech Bend enjoyed good attendance this season. Gonzalez stated the park had rain 13 days straight in June, but it was better in July. Since school started Aug. 7, the park wasn't able to take full advantage of the summer's final month. COURTESY BEECH BEND PARK

# Legoland California to open new Lego Movie World land in 2020

CARLSBAD, Calif. — On the heels of its 20th anniversary celebration this year, **Legoland California Resort** announced the opening next spring of The Lego Movie World. It will be the largest-ever addition to the theme park.

Based on the **Warner Bros.** film franchise *The Lego Movie*, the new land adjacent to Heartlake City will feature multiple attractions, roaming costume characters and play areas set in the fictional town of Bricksburg. It occupies the former two-acre site of Duplo Playtown, which was relocated within the park earlier this year.

As with its existing counterpart land operating since March at **Legoland Florida Resort** in Winter Haven, The

Lego Movie World will be populated by figures familiar from the films — including Emmet Brickowski, Benny the Spaceman, Sweet Mayhem, Unikitty and Wyldstyle.

Some attraction highlights:

- **The Lego Movie: Masters of Flight** — This flying theater ride (containing two theaters, actually) places guests on a Triple Decker Flying Couch with Master Lego Builders for a 4.5-minute adventure across *The Lego Movie* universe. Enhanced by effects ranging from wind to candy and forest scents, the seating moves up to 180 degrees to follow the projected imagery.

- **Unikitty's Disco Drop** — Inspired by the part-cat, part-unicorn character, this ride will have two junior 35-foot tow-

ers that lift, spin and bounce guests.

- **Emmet's Super Suite** — This downtown Bricksburg location will be the site of character meet-and-greets and photo opportunities.

The new land also will offer a rethemed carousel, a splash pad, retail, a food stand and a coffee shop.

"When the kids and the families come into The Lego Movie World, they're going to find that they're completely surrounded and immersed in theming," said **Peter Ronchetti**, resort general manager. "It's an area that is completely exclusive — [guests] can't see out of it. They will actually think they've walked into Bricksburg."

—Dean Lamanna



The Lego Movie World debuts at Legoland California Resort in the spring of 2020. The new land, the largest addition in the park's two-decade history, will feature a flying theater ride, a dual junior drop tower and a rethemed carousel, among other attractions. COURTESY LEGOLAND CALIFORNIA RESORT

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# Great Smoky Mountain's Anakeesta grows with new attractions

**AT:** Tim Baldwin  
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GATLINBURG, Tenn. — **Anakeesta**, one of the newest attractions in the Great Smoky Mountains, continues to improve its award-winning product.

Since opening in 2017, the scenic property has transported guests to the summit of its mountaintop setting via what the park calls a “chondola” — both a chair lift and interspaced enclosed gondolas. In August the park debuted a new method of transportation. Dubbed Ridge Ramblers, the 45-passenger military trucks navigate the journey to the top on wheels. It is no extra cost to board the 35-foot-long, 17-ton vehicles as choice of transportation.

“We are always looking at how to improve the guest experience at Anakeesta,” said **Bob Bentz**, managing partner. “The Ridge Rambler will transport guests who may not want to ride the Chondola or are seeking an adventurous ride through a scenic forested area of our 70-acre park. I wouldn’t be at all surprised if guests spot a few bears along the way.”

“Part of the reason why we decided to put in the Ridge Rambler was because some people have a fear of heights. Some



COURTESY ANAKEESTA



COURTESY ANAKEESTA

people wouldn’t visit because they would have to ride the Chondola which is so high. But, it is also a great way to get people off the mountain if lightning is in the area and they can’t take the Chondola down. We would never do that; we want to keep our guests safe and happy,” said **Erica Moore**, marketing manager.

The Ridge Rambler journey will feature an audio tour, where a guide will share fun facts about the unique history, animals, forest, and plant life of the Great Smoky Mountains. Ridge Ramblers are covered and stroller friendly.

This fall, an eerie tale is cast upon the mountain. As the legend goes: a long, long time ago, Anakeesta Mountain was a sacred and hallowed ground where souls of the dead would be freed and transformed into fireflies whose guiding lights would join the ancestors and provide a path for future souls to follow. This was disturbed 100 years ago when Appalachian settlers arrived, building homes and establishing graveyards. Hallow Mountain was forever desecrated. Each year, during the harvest moon, the lost souls

of the anguished settlers become the undead, rising from their graves, desperately searching for a way off Hallow Mountain.

“You meet the gravedigger right as you enter the graveyard,” said Moore. “He tells you the tale of Hallow Mountain and invites you to enter ‘if you dare.’”

Operating hours in the fall are extended to offer the night activities. While guests can enjoy the spectacular views during the day, new attractions come alive — or undead — once darkness falls. The graveyard is geared for those ages 12 and up, but Moore is

quick to point out that other offerings are family friendly: outdoor Halloween movies, glow-in-the-dark gem mining and the Treetop Skywalk becomes Firefly Forest with unique lighting elements.

Hallow Mountain began on September 13 and runs through November 2 on select nights around the weekends. Activities are included with admission.

New additions to Anakeesta continue to come. An expansion for 2020 is already announced. A new overlook restaurant and observation tower are planned for next year.

## Silver Dollar City debuts Pumpkin Nights in its lineup of festivals

**AT:** Tim Baldwin  
tbaldwin@amusementtoday.com

BRANSON, Mo. — Tucked in the Ozarks and pushing creative boundaries, the award-winning **Silver Dollar City** has added a new guest offering within its string of annual festivals. Fall Harvest presents Craft Days joined by Pumpkin Nights. Having started on September 25, the day/night event continues through Saturday, October 26 and represents an investment of \$2 million.

“With many a fall festival in our history, we knew it was time to ramp up the offering — people love tradition, but they want change at the same time,” said **Lisa Rau**, park spokesperson. “We took to the drawing boards and came up with one of the most creative start-ups ever in Pumpkin Nights.”

New pathways through wooded areas showcase the festival’s biggest eye-catchers: larger-than-life pumpkin sculptures. Cats, spiders and owls are among the fall themes represented in the artistic creations, as well as gigantic crafts “people” made out of pumpkins. A new open space called Pumpkin Plaza features colorful projections on a huge backdrop while families party to lively music during a black light dance party.

Park President **Brad Thomas** stresses that the new festivities are G-rated.

“Around the country, there are a lot of Halloween experiences, Pumpkin Nights at Silver Dollar City is not like those,” Thomas told *Amusement Today*. “It’s an experience that a two-year-old will love and not be afraid. It’s an experience that grandma will love and not be afraid.”

During the daytime activities, Craft Days feature skilled artisans, now including Master Pumpkin Carver **Barry Brown** who conducts elaborate pumpkin carv-



**Pumpkin Nights features sculptures carved by Silver Dollar City’s citizens, representing thousands of man hours.** RENDERING COURTESY SILVER DOLLAR CITY

ings for guests to observe. The craftsmen and women were selected through a juried process to feature a range of unique pieces such as baskets, treenware, knives and wearable art. A new Maker’s Market rotates in new craftspeople through the festival making for a steady stream of keepsakes from heirloom rugs to embroidery techniques to customized baby accessories.

Cirque Eloize is an action-packed lumberjack production during the festival that features nearly two dozen performers spotlighting talents of singing, dancing and acrobatics.

Counting real pumpkins along with special lighted carved pumpkin sculptures, Silver Dollar City boasts more than 10,000 pumpkins on property.

“The entire experience will allow Silver Dollar City to be open at night at a time of year when we had

not been open at night before,” added Thomas. “It adds a whole other level of celebration.”

Faster than you can say “pumpkin spice,” the festival entices guests with new aromas and flavors during the Fall Harvest celebration. Fall-inspired lattes, glow-in-the-dark drinks and pumpkin-spice funnel cakes are big crowd pleasers.

“This is not about teens running through haunted houses — there are a lot of great [examples] of those. Our experience is about bringing families closer together,” said Thomas. “When we created Pumpkin Nights, we took that vision statement ... we took that objective ... and wanted families enjoying rides together and looking at thousands of illuminated pumpkins and enjoying a brand-new celebration together.”



# Disney's D23 Expo 2019 reveals new attractions, dazzles fans

AT: Dean Lamanna  
dlamanna@amusementtoday.com

ANAHEIM — Fans of The Walt Disney Co. far and wide converged on the Anaheim Convention Center Aug. 23-25 for The Official Disney Fan Club's D23 Expo. Among the amusement-related sponsors of the event, which featured exhibitors as well as presentations, were Bandai Namco Entertainment, Gameloft and Jam City.

As with past D23 shows, attendees were treated to news-making previews of attractions and experiences coming to Disney properties in California, Florida and overseas.

The event's overarching theme was immersive storytelling and how the company keeps pushing the envelope. From an Avengers Campus coming to both Disneyland Resort and Disneyland Paris to a *Star Wars* overnight experience and a major transformation of Epcot at Walt Disney World Resort (WDW), there will be more ways than ever for guests to become active "characters."

"It was Walt's vision for our theme parks to be places where Disney stories come to life in amazing ways, and with the world's most creative and talented team of artists and dreamers, there's no shortage of inspiration," said Bob Chapek, chairman of Disney Parks, Experiences and Products, during the Aug. 25 opening presentation attended by several thousand fans.

Chapek shared details about the ambitious plans in store for one of the most extraordinary periods of expansion in Disney history. The crowd cheered as actor and Disney Legend Dick Van Dyke joined the executive onstage to perform a song and announce the first Mary Poppins attraction at a Disney park, coming to Epcot at WDW.

## Marvel-ous Super Heroes

Among the marquee announcements that followed was the Avengers Campus headed for Disney parks in Southern California and Paris. The new lands will allow guests to suit up alongside their favorite Super Heroes — beginning in 2020 at Disney California Adventure (DCA) and later at Disneyland Paris.

Both locations will offer the first Disney Spider-Man-themed ride, called Worldwide Engineering Brigade (WEB for short). The attraction gives guests a taste of having actual super powers as they sling webs to help Spider-Man collect



The Avengers Campus is coming to Disney California Adventure in 2020 and, later, Disneyland Paris will feature Worldwide Engineering Brigade, a Spider-Man-themed ride. *Star Wars: Galactic Starcruiser* will offer an ultra-immersive, two-night themed hotel stay at Disney's Hollywood Studios in Florida. COURTESY DISNEY PARKS, EXPERIENCES AND PRODUCTS

Spider-Bots that have run amok.

One of the iconic buildings at the DCA campus will be the Avengers Headquarters. It will become the future entrance to a new E-Ticket attraction where-in guests will fly alongside the Avengers in an epic adventure to Wakanda and beyond. It will also feature Pym Test Kitchen, where Pym Technologies is using the latest innovations to grow and shrink food.

Guests will enjoy encounters with Marvel Super Heroes throughout the campus, including Ant-Man and The Wasp, Doctor Strange, the Guardians of the Galaxy and Iron Man.

At Disneyland Paris, visitors will be able to extend their adventures at Disney's Hotel New York — The Art of Marvel, opening next summer. The lodge will celebrate 80 years of Marvel art and artists, with more than 300 stunning pieces on display. Rooms will include one-of-a-kind Super Heroes-themed suites.

## In space and around the globe

A *Star Wars* vacation experience will arrive in the near future at WDW's Disney's Hollywood Studios. *Star Wars: Galactic Starcruiser* is centered on a themed hotel / "vessel" called the Halcyon wherein every window features stellar

views into space. The two-night adventure includes special activities, dining and a spaceport day on Batuu at the adjacent *Star Wars: Galaxy's Edge*.

Also at WDW, Epcot will be more thematically integrated through the creation of four global "neighborhoods," each with stronger storytelling reflecting the park's original vision:

- World Showcase — This area will welcome the first attraction inspired by Mary Poppins in Cherry Tree Lane, which will join the United Kingdom pavilion as an entirely new neighborhood. A new nighttime spectacular, HarmonioUS, will be the largest ever created for a Disney park as it celebrates the inspirational music of Disney.

Summer 2020 will find new offerings in the France pavilion, including Remy's Ratatouille Adventure and a new restaurant called La Crêperie de Paris. The classic *Impressions de France* film will be joined by an all-new "Beauty and the Beast Sing-Along" this January.

Also in January, *Canada Far and Wide* in Circle-Vision 360 will debut in the Canada pavilion with a new story and scenes. In the China pavilion, *Wondrous China*, also in 360-degree digital format, will take guests on a journey across the country.

- World Celebration — The iconic Spaceship Earth will



remain a voyage through time as the journey transforms with new scenes and narration themed around the universal nature of the human experience. A new three-level pavilion overlooking World Showcase will be the home base for Epcot's signature festivals.

- World Discovery — Guests can embark on a daring adventure via a reverse launch into space on the family-friendly enclosed coaster Guardians of the Galaxy: Cosmic Rewind. Layered with storytelling, the ride features vehicles that rotate to focus on the action.

- World Nature — Journey of Water, Inspired by *Moana* will be a lush exploration trail where guests can meet and play with magical, living water. At The Land pavilion, a new film, *Awesome Planet*, showcasing earth's beauty and diversity, will premiere in January.

Space 220, an expansion of the Mission: Space pavilion opening this winter, will offer a culinary experience with the celestial panorama of a space station — including daytime and nighttime views of Earth from 220 miles up. And Play! Pavilion, featuring interactive games and experiences, will open in time for WDW's 50th anniversary in 2021.

## New rides, lands, more



Epcot at Walt Disney World Resort is undergoing its biggest transformation ever. Among the park's upcoming attractions are the enclosed rotating coaster Guardians of the Galaxy: Cosmic Rewind and a lush exploration trail called Journey of Water, Inspired by *Moana*. COURTESY DISNEY PARKS, EXPERIENCES AND PRODUCTS

Some other park-by-park highlights from D23 Expo:

- Disney's Hollywood Studios (WDW) — Described as the first ride to feature Mickey Mouse and Minnie Mouse, Mickey & Minnie's Runaway Railway will carry guests on a wacky journey through the world of the Disney Channel's *Mickey Mouse* cartoon shorts next year. (The ride also is due at Disneyland in 2022.)

- Disneyland — Debuting next spring, the Magic Happens parade will feature elaborate floats and costumes with characters from hit animated films including *Moana*, *Coco* and *Sleeping Beauty*.

- Shanghai Disney Resort — A *Zootopia*-themed land blending storytelling and state-of-the-art technology will allow guests to step into the film's world. The attraction's elements include dining and retail.

- Hong Kong Disneyland — The park's castle will transform into the Castle of Magical Dreams. Drawing inspiration from 13 beloved Disney stories featuring princesses and heroines, the structure's new adornments include Snow White's apple and Cinderella's coach. The castle also will be a canvas for new daytime and nighttime spectacles.

As part of the multiyear transformation of the Hong Kong park, guests will be able to visit the world of *Frozen*. The area will feature two new rides: a coaster called Wandering Oaken's Sliding Sleighs, offering a winding journey through the kingdom, and *Frozen Ever After*, inspired by the popular ride in Epcot's Norway pavilion at WDW.

For news on Disney Cruise Line's expanded offerings, WDW's 50th anniversary celebration and updates on previously announced attractions — including the *Star Wars: Rise of the Resistance* ride at Disneyland and WDW and the *Tron Lightcycle Run* roller coaster at WDW — visit D23 online.

•d23.com





## FAMILY ENTERTAINMENT CENTRAL

AT: John W.C. Robinson

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The long-awaited **Main Event** family entertainment center, which will feature a bowling alley, scores of the latest video games, a laser tag arena and a full bar and restaurant, opened at the **Mall of Louisiana**.

Officials with Dallas-based Main Event held the grand opening for the 50,000-square-foot family entertainment center on Aug. 28.

"We want to try and be a fun place for anyone who comes in," said **Christian Savage**, the bowling desk manager.

Main Event features 22 bowling lanes, a two-story laser tag arena, more than 120 video games and a zip line over the arcade floor. For adults, the facility has a bar and a kitchen serving dishes such as burgers, pizza and wings. There's also a quick service cafe, serving chicken tenders, ice cream and soft drinks.

Savage, who came to the Baton Rouge location from the Main Event in Austin, Texas, said the customers are split between children and adults. He noted Main Event is popular with businesses, which regularly host team-building events and office parties. It is also popular with college groups.

The arcades in the **Bell Casino** venues aboard cruise ships will now have the cashless **Embed** software and hardware solution platform that will enable them to increase their revenue while aiding in improving the guest experience.

The deal was secured out of Embed's Middle East base in Dubai. "This widens our presence in Europe and delivers a superior guest experience for [Bell Casinos]," stated **Rosa Tahmaseb**, managing director of Embed Middle East.

**TouchMagix** has completed shipping the first 100 games of a 150-piece order to **Chuck E. Cheese's**. The shipment consisted of TouchMagix's Dicey Jump and Hop 'N' Stack ticket redemption games.

The two games, which feature fast, intuitive gameplay, high-visibility cabinets and 43-inch high-definition displays, have been performing very well in the popular family entertainment center chain.

"Chuck E Cheese's Game Play data for more than 20 weeks shows Hop 'N' Stack and Dicey Jump account for between 1.5% to 2.5% of the entire gameroom, consistently over all of the 20 weeks, with great ranking and plays," **Rahul Lonkar**, TouchMagix director of digital marketing, said.

TouchMagix, headquartered in Pune, India, is a manufacturer of distinctive "new age" coin-operated redemption games in the United States, with an R&D facility in Pune. The company also produces a variety of interactive display technologies; its gesture-based Interactive Floor and Interactive Wall systems convert idle open spaces into engaging environments.

**Tilt Studio** has opened its new location at the **Pecanland Mall** in Monroe, La. The grand opening for the family entertainment center was held on Sept. 1, 2019, but they held a soft opening a few days early.

Tilt Studio offers Dance Dance Revolution, minigolf, laser tag, skee ball,

UFO catchers, pinball machines, racing games, air hockey, bumper cars, bowling, and various other games.

**Urban Air** announced it is expanding to include a new **Urban Air Adventure Park** in Trexlertown, Pa. The new park will open at 6900 Hamilton Avenue in the spring of 2020.

"We look forward to bringing the Urban Air brand to Trexlertown," said **Michael Browning**, chief executive officer of Urban Air Adventure Parks. "We bring challenging indoor activities to new heights, year-round and every day. Driven by a focus on active play, we are excited to be opening our doors in Trexlertown soon!"

The new Trexlertown Urban Air will provide more than 59,602-square-feet of activities from trampolining and rock climbing to indoor playgrounds, all under one roof. The centerpiece of the family entertainment center will feature expansive trampoline arenas where guests can jump, play, bounce, flip, spin and dunk. The park will also feature its signature competitive attractions: The Urban Warrior Course, as well as Battle Beam where guest can compete with one another for bragging rights. Additionally, the exclusive Urban Air Sky Rider Indoor Coaster will be a venue highlight; a rare experience that allows riders to soar over all the attractions within Urban Air with a bird's-eye view.

Global investment firm **The Carlyle Group** announced that it has acquired 100 percent of **Atracciones Coney Island SAC** and its subsidiaries, **Divertrónica Medellín SAS** and **Yukids SpA**, from **Grupo El Comercio** and founders **Rolando Giha**, the **Hoyos Family** and **Matias Allendes**. Financial terms of the transaction were not disclosed.

Atracciones Coney Island is one of the largest companies specializing in family-friendly indoor entertainment parks in Latin America. Through Atracciones Coney Island in Peru, Divertrónica Medellín in Colombia and Yukids in Chile, the company operates more than 130 family entertainment centers in the three countries.

**Main Event** debuted the world's most popular virtual reality game, Beat Saber, at its 43 locations nationwide.

The game officially launched on Aug. 31 during Labor Day weekend, a.k.a. "Saber Day Weekend." Beat Saber is an award-winning VR rhythm game in which players slash the beats of various music genres as they fly toward the player. The game features several songs and five difficulty levels. Players use VR motion controllers to wield a pair of light-saber-esque objects, which are used to slash the color-corresponding blocks. Beat Saber is currently the number 1 single-player VR game in the world.

"Inside Main Event centers, our guests are certainly in for a life-changing experience with Beat Saber," said **Sarah Beddoe**, chief brand officer for Main Event. "We are constantly pushing innovative ways to treat our guests to experiences they can't get anywhere else, and by being the first family entertainment center in the country to introduce Beat Saber, we think we've done just that."

## In The Game Freedom Station reopens in Ariz.

PRESCOTT VALLEY, Ariz. — In The Game Freedom Station in Prescott Valley, Ariz., celebrated the grand reopening of its fully renovated family entertainment center with a ribbon cutting ceremony on Sept. 5.

In The Game Freedom Station, formerly Freedom Station Family Fun Center, underwent an extensive renovation to both the interior and exterior. New attractions have been added, as well as a brand-new restaurant.

The remodeled arcade boasts more than 75 games, including high-tech video games to classic claw machines as well as a redemption area named The Goods.

Guests of all ages can enjoy mini golf, mini bowling and arcade games. New arcade games and attractions have been added, including a new play maze, Frog Hopper ride and laser tag arena.

One of the biggest changes made at In The Game Freedom Station is the fully-renovated restaurant with an all-new chef-crafted menu.

The menu features selections such as the Smokehouse BBQ Burger, Epic Nachos, Ultimate Mac & Cheese, Fried Cauliflower and more. In addition to quality food, guests can choose from draft and craft beer selections, as well as wine and margaritas.

The renovation also included new private party rooms available for birthday parties, company meetings, events and various celebrations.



The ribbon-cutting ceremony to reopen In The Game Freedom Station was attended by Kell Palguta, mayor of Prescott Valley, and George Smith, president of Family Entertainment Group, LLC, as well as other local dignitaries. COURTESY FAMILY ENTERTAINMENT GROUP



In The Game Freedom Station, formerly Freedom Station Family Fun Center, underwent an extensive renovation to both the interior and exterior. The FEC was acquired by FEG from previous owners, Chad and Brenda Cook in November 2017.

COURTESY FAMILY ENTERTAINMENT GROUP





# Great Allentown Fair attendance increases, Dollapaloo\$a a hit

AT: B. Derek Shaw  
bdshaw@amusementtoday.com

ALLENTOWN, Pa. – Attendance was up 18% at the **Great Allentown Fair**. Jessica Ciecwisz, marketing and entertainment manager, explained, “We couldn’t have asked for better weather for the 167th edition of the Great Allentown Fair. We had sunny blue skies with perfect temperatures all week, which lead to a very successful fair.”

Total attendance was 321,786 vs. 272,700 in 2018.

The 46-acre fair located in the city’s west-end just off North 17th Street, holds its own with attendance, entertainment, livestock, rides, games, food and exhibits. While parking is a challenge, those who want to be at the Great Allentown Fair find a way to get there and sometimes become creative regarding a place to park.

**Powers Great American Midways** (Corfu, N.Y.) was again the carnival provider. They brought in a total of 42 rides, 26 of which were kiddie. Powers had help from **Tons of Fun Shows** and **Goodtime Amusements**, both eastern Pennsylvania operators. New rides to the spot included Kraken, (**Battech Enterprises**, Spider) and Air Raid, (**KMG**, Speed), both brought in by Powers.



The 46-acre fair is located in the city’s west-end. Powers Great American Midways brought in 42 rides. The Gondola Ferris Wheel was the top grossing ride. The Zierer Wave Swinger (right) was the second top grossing ride on the midway that Powers has had the past 11 seasons.

COURTESY THE GREAT ALLENTOWN FAIR/MATTHEW BLUM

The top three grossing rides included the Gondola Ferris Wheel (**Mulligan**); Wave Swinger (**Zierer**) and Vertigo (**A.R.M. USA**). Powers felt the ride midway revenue was on track with last year, “perhaps up a couple percent.”

Special promotions for the late August through Labor Day fair included Wacky

Wednesday Promotions — \$15 onsite all day ride wristbands for the Powers midway and Red, White and Thank You Day — all active military and veterans (with ID) got in free all day Thursday. On preview night Tuesday, August 27, select rides, games and food items were only \$1.00 as part of a “Dollapaloo\$a” promotion.

The biggest change this year was a new key staff person. Marketing & Entertainment Manager Jessica Ciecwisz took over for longtime Marketing Director and Talent Buyer **Bonnie Brosious**. Brosious retired after the 2018 fair with 37 years of service.

Seventeen new fair food options vied to win Fair President **Bev Gruber**’s best new fair food award. The winners included cheesecake bites, **Bissinger’s Catering & Concessions**; chocolate moonshine, a creation from



**Artisan Truffle Bars** and turkey kielbasa over sautéed cabbage sandwich from **Vince’s Steaks**.

Grandstand entertainment included +LIVE+ and **Bush with Our Lady Peace**, **Brooks & Dunn** with **Ashley McBryde**, **Miranda Lambert** with **Randy Houser** and **Daryl Hall & John Oates** with **G. Love & Special Sauce**. There was also a demolition derby put on by **J&J Demolition Derbies**. Powers commented that the fair did a great job lining up entertainment as there are concert venue challenges with many facilities within a

hundred mile radius all competing for the same acts.

Powers talked about challenges his carnival operation had this year. “Everyday life is a challenge with the government and finding good people to work with.”

When asked about their experience working with Powers, Ciecwisz said, “This is the Fair’s 11th year working with Powers Great American Midways. It is always a pleasure to work with Corky and his team.”

The 2020 Great Allentown Fair runs September 1-7.

•allentownfairpa.org



A preview night on August 27 brought crowds to the midway. The “Dollapaloo\$a” promotion featured select rides, games and food items for only \$1.00. AT/B. DEREK SHAW

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# Erie County Fair has record-breaking year

AT: B. Derek Shaw  
bdshaw@amusementtoday.com

HAMBURG, N.Y. – Since 2015, the Erie County Fair has been promoting its event as “The Best 12 Days of Summer.” That mindset paid off handsomely this year as the fair broke its all-time attendance record, with 1,238,456 people on the grounds during the dozen-day run. This represents a 3.3% increase over 2018 and beat the old highest attendance record in 2014 that stood at 1,220,120.

When asked about the weather, Marketing Manager **Marty Biniasz** said, “[We had the] best 12 days of weather in recent years. [It rained] Only one day when two showers unfortunately hit at both the lunch and dinner hours. [During the fair we had] Low humidity, [with] daytime temps in the high 70s and low 80s.” **Jimmy Strates** with **James E. Strates Shows** also commented about conditions, “I would have to characterize the weather at this year’s Erie County Fair as good. We had a few days of rain, but the rain occurred early in the day and we had nice weather after the storm line passed and the crowds came out after the rain. This isn’t always the case and I think the quality of the fair and the hardy nature of the Buffalo, N.Y., fair-goer contribute to the ability to rebound from bad weather and have a successful day.”

**James E. Strates Shows** provided the midway with 68 rides. “That figure includes the inflates, euro bounces and rock walls that some other jurisdictions do not consider rides. There were 23 rides that I would consider dedicated kiddie rides,” said **Strates**. The line-up was augmented by nine independent ride operators: **Amusements of America** Wild Mouse Roller Coaster (**Reverchon**); **Mike and Olivia Bray** Monster Truck and Silverstreak (both **Wisdom**);



At night the fair comes to life with thousands of lights in every color of the rainbow. The Sky Wheel (below) proved to be a popular ride after a 30-year absence.

COURTESY ERIE COUNTY FAIR; AT/B. DEREK SHAW

**William Messamore** Raiders Funhouse (**Wisdom**) and Paddle Boats (**Fun Attractions**); **Kathy Bolin** Sea Ray (**Mulligan**), Super Slide (**Childress**), Bumper Cars (**Majestic**); **Rob Megerle/John Richardson** Sky Wheel (**Chance Rides**); **Vinnie Tolve** Dino-Go-Round (**Venture**), **Stevie Ianni** King’s Circus (**Zorzi**), Circus Train (**Jung-Max**), Dizzy Dragon (**Sellner/Larson**), Dumbo Elephant Ride (**Kolmax**); **Main Event Amusements** Avengers (**Bojux Crazy Dance**) and **Walter Gould, Jr.** Frisbee (**Huss**).

New rides at this year’s fair included the Avengers, Wild Mouse, Claw (**KMG**), Circus Train, Dizzy Dragon, Sky Wheel, Frisbee, Helicopter and Sky Fighter (both **Allan Herschell**). The top three grossing rides were the Giant Wheel (**Interfair**), Dream Wheel (**Technical Park**), and Sky Flyer (**Zamperla**), all provided by **Strates**.

**Strates** talked about midway tweaks. “There were several changes with the midway... involving relocation of returning rides and key placement of new independent rides for 2019. It was the 95th anniversary of the relationship between **Strates Shows** and the Erie County Fair, and the fair did an outstanding



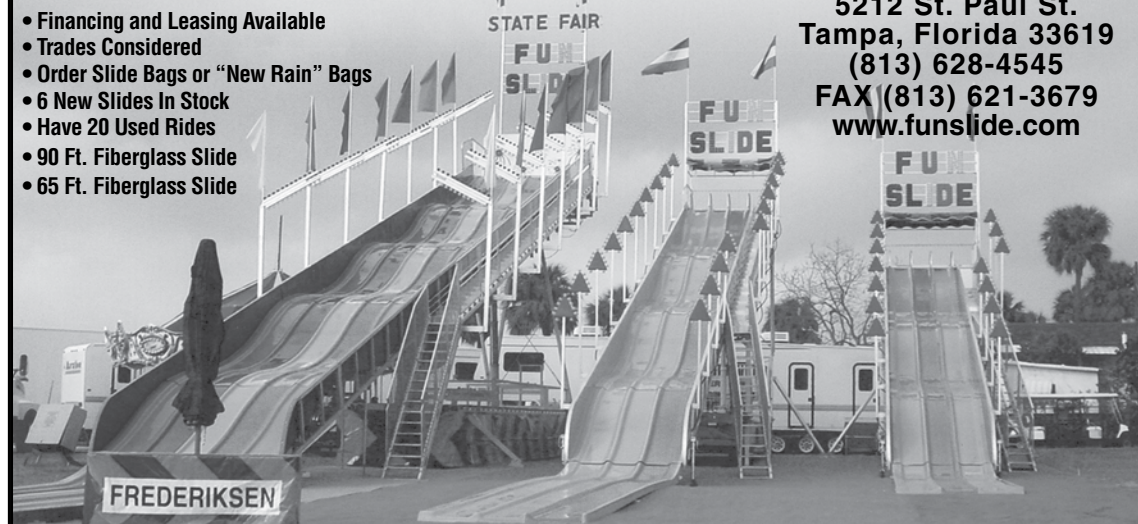
job of marketing their event. We brought in the Sky Wheel to bring something nostalgic to the midway for the 95th.” During the first weekend of the fair, **Strates Shows** announced that it had broken the all-time, single-day gross revenue record on Saturday, August 10.

Highlights of the 180th Erie County Fair include sold out and record breaking attendance for a number of concerts at the Gusto Grandstand, an expanded I-Hub Pavilion featuring STEM related activities and displays, new dairy, viticulture and maple

► See ERIE, page 26

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The Allan Herschell Carousel Factory Museum honored the return of the Sky Wheel with a plaque. (From l: Jimmy Strates, John Richardson, John Strates.) Richardson assisted Robbie Megerle who owns the wheel in bringing it from the Carolinas. AT/B. DEREK SHAW

## ►ERIE

### Continued from page 24

sugar exhibits in the Agriculture Discovery Center and the return of the Sky Wheel to the midway.

Biniasz was asked how "The Best 12 Days of Summer" tag-line came to be. "Due to our fair taking place in mid-August, over the decades it was stigmatized with being the signal that summer in western New York was over. Believe me, no one wants to bring on an early Buffalo winter! As we began a new strategy to promote the fair heavily in mid-spring and early summer we began hearing 'You're rushing summer!'"

"To combat the negative of being branded as the 'end of summer,' we inaugurated the 'Best 12 Days of Summer!' as an ongoing campaign. It has been accepted in the Buffalo-Niagara market and is now used by fairgoers without any prompting. And we've now seen other fairs like Champlain Valley Fair using a variation of the tag as their own," explained Biniasz.

Wynne Creative Group, Buffalo partnered with the fair to create a 2019 sub tag-line to "The Best 12 Days of Summer,": "Summerific." The campaign combined happy, brightly colored objects, shapes and typography. "It's the feeling you have when the weather is warm, the days are long and the summer just can't get any better," said Erie County Fair CEO Jessica Underberg. "It's a place where the food tastes amazing, the music makes you dance, and everyone has a smile. It's the lights, the excitement, the thrills and the heartbeats. Celebrating tradition with unexpected discovery and creating new memories for every age. It's a place where wide-eyed wonder abounds. From animals and antics — from fireworks to friends."

The Erie County Fair offered numerous ways to save. This included Tops Friendly

Markets advance sale gate admission vouchers; children 12 and under were free to the fair; attendees who brought two canned food items on opening day got free admission while supporting FeedMore (Food Bank of Western N.Y.). Three TV stations in the market (WGRZ, WKBW and WIVB) each had their own day with \$5.00 admission those days; advance purchase of weekday ride wristbands at Tops Friendly Markets and Strates Shows Fun Card with 70 ride credits for \$23 was available in advance on the Erie County Fair website. All firefighters and auxiliary members were offered free admission on Aug. 9th. Veterans, active military and auxiliary members received free admission Aug. 11th. Early arrival was another savings plan. Attendees who arrived before 11 a.m. on Aug. 8, 9, 12, 14 and 16 got in for \$7 and teens and young adults with proper school ID paid \$7 after 5 p.m. every day.

Top grossing Gusto Grandstand shows included country singer Kane Brown, comedian Gabriel 'Fluffy' Iglesias, ventriloquist/singer Darci Lynne Farmer and the North American Drone Masters race. In addition free live entertainment on certain days included Foghat, The Petty Breakers, Diamond Rio and FreeStyleMX.com with gate admission.

Strates was asked about their relationship with the fair. "Our experience dealing with the staff and board of the Erie County Fair could best be described as a pleasure. They are professional, competent and thoughtful people that are a pleasure to work for. Their facility is one of the best in the country and they spend a lot of time and money making it a state of the art facility while maintaining the feel of a traditional fair."

The 2020 Erie County Fair runs August 12 – 23.

•ecfair.org



## MIDWAYSCENE

AT: B. Derek Shaw

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After a little more than two years as president and nearly 30 years as a member of the Crawford County, Pa. Fair Board, William Winters, 76, has resigned both positions. He has been a volunteer board member since December 1989. In his resignation letter, Winters said in part, "I am the last of the 'Old Guard' and I think it is time for me to step aside and let the 'New Guard' take over. I am tired, and it is with great sadness that I resign as president and as a member of the Crawford County Fair Board. I wish you much success in the future."

It is up to the fair board to seek applicants to fill the remainder of Winters' five-year term that began Jan. 2018. The board is expected to interview applicants now through November with a recommendation to be made to commissioners during the board's Dec. meeting. The 2019 fair was held August 17-24 with Powers & Thomas Midway Entertainment as the carnival provider.

The Bloomsburg, (Pa.) Fair held its news media luncheon a couple days after Labor Day and just over two weeks before the 164th edition started. It was attended by more than 150 people from all media (print, TV, radio, bloggers, etc.) The well-organized event had short presentations from some partners and sponsors before all 13 of the fair board gave an update on what their area of the fair was doing this year. The first-time ever Bloomsburg Fair queen was introduced. Three television stations covered the entire 90-minute event. A few things that came out of the media event included Ronald McDonald House-Danville receiving one dollar of the \$8 gate admission on the Tuesday of the nine-day run. A Power Wheels Derby was new this year. Thor, a live sheep was there to greet attendees, brought by his young owner.

The fair ran September 20-28 with Amusements of America in their second year serving as midway provider.

The 100th Delaware State Fair made history a number of ways by shattering records that have stood for many years. The fair broke its all-time cumulative attendance record when 328,000 patrons entered the fairgrounds during the 10-day fair which ran July 18-27. This year's attendance represents a 12% increase over 2018. The fair broke an all-time closing day attendance record when almost 54,000 patrons visited the fair on the last day. The fair also broke an all-time weekday attendance record on July 24 when almost 48,000 patrons attended the fair – the day after the heat wave of summer 2019 finally broke in favor of milder daytime temperatures, lower humidity and cool crisp nights.

"The first five days of [the] fair were brutal in terms of hot weather that directly impacted patrons, exhibitors and animals when heat indices averaged 108 degrees," said Bill DiMondi, general manager of the Delaware State Fair. "Tuesday was a day of weather transition when the area was doused with a full day of rain. Finally, when great weather arrived Wednesday and hung around through closing on Saturday night it seemed like the entire Del-Mar-Va peninsula decided it was time to visit the fair and boy were we ready for every one of those visitors."

Wade Shows had the ride midway contract.

The longest running fair in Maryland was on again then off again, then finally on as \$25,000 in last minute county funding came through. The Prince George's County Fair, Upper Marlboro, Md., did go on as scheduled September 5-8. Shortly after fair officials told WTTG, Fox 5, Washington, D.C. that the event had been canceled, County Executive Angela Alsobrooks "authorized funds when she learned about it," according to her communications director, Gina Ford. Ford said the fair did not generate the revenue it needed last year due to inclement weather. "It wasn't communicated to us they were under time restraints," said Ford in the Fox 5 account. The fair has been around since 1842. Jolly Shows was the carnival provider.

The 23-day Orange County (Costa Mesa, Calif.) Fair welcomed 1,393,482 guests, including 40,042 who entered free between noon and 3 p.m. on opening day, July 12 and 59,069 children who received free admission on Kids Days or were under 5 years old. Some 11,143 members of the military received free admission as did 2,071 first responders. The total number of guests came in just under 2018's record attendance of 1,470,636.

"We are extremely happy with the numbers for this year's OC Fair. We had fantastic weather, several new events, a great entertainment lineup and all the fair favorites that keep people coming back year after year," said OC Fair Communications Director Terry Moore. "We are pleased that so many people chose to spend part of their summer at the OC Fair and that they went home with many happy memories."

Fairgoers munched on so many Flamin' Hot Cheetos on top of so many things that Ray Cammack Shows concessions used an entire truckload of the crunchy treats. They also used more than nine tons of sugar to make cotton candy, candied apples, funnel cakes and deep-fried desserts. Enzo's Pizza tossed four tons of pizza dough and Ten Pound Buns dished up more than 7,200 pounds of their sourdough bread with toppings. Some 15,000 ICEES and 20,000 Hot Dogs on a stick were sold and an entire grove of lemons was used to make Squeezers lemonade.

Ray Cammack Shows was also the ride provider for the July 12-Aug 11 fair.

The 109th Pacific National Exhibition Fair (PNE), Vancouver, Canada, had their highest attendance in five years with 731,708 fair-goers during its 15-day run in mid-August to early September. In 2018 705,381 attended. The fairgrounds are also home to Playland Park that operates its season before and after the PNE. West Coast Amusements supplemented the amusement park rides already on property, with 12 they brought in. "All our rides did well," said Reno Buttazzoni with the carnival.

In the next few years, the PNE plans to begin significant expansion and improvement of Playland, transforming it into a theme park destination with new theming, rides and attractions. Construction on the project could begin in 2022 for a full completion by 2028. This will expand Playland from 15 acres to 22 acres.

There are also plans to overhaul and improve exhibition facilities utilized by the fair, including added and upgraded green spaces.



# WATER PARKS & RECREATION

► Ohio YMCA debuts inclusive water play area — page 30 / Cedar Fair water park additions — page 34

## Holiday World to become water coaster capital with Cheetah Chase addition

**AT:** Jeffrey Seifert  
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SANTA CLAUS, Indiana — **Holiday World & Splashin' Safari**, the Southern Indiana theme park that is already home to two award-winning and highly-regarded water coasters, has announced the addition of a third. **Cheetah Chase**, expected to open in 2020, is a racing, dueling water coaster with a unique combination of elements.

Provided by **ProSlide** of Ottawa, Canada, the attraction will use the company's latest **RocketBlast** technology to power rafts uphill with jet streams of water. **Cheetah Chase** is a double slide that will feature both racing and dueling portions along its combined 1,700-foot course. The ride also will combine ProSlide's popular **FlyingSaucer** elements to produce high-speed turns with strong G-forces. The ride takes the ProSlide **RocketBlast** racing concept that was first introduced at **Splashway** water park in Sheridan, Texas, to another level by offering a complete circuit course starting with a launch right out of the station and adding a first-ever, head-to-head dueling zone. The ride represents an investment of approximately \$7 million.

The rafts will travel at 30 feet per second and the ride will have the tallest **RocketBlast** section in the world, blasting riders to a height of 27 feet. In all, each side will feature five **RocketBlast** sections — one



**Cheetah Chase provides a chance for riders to race friends or family members through uphill blasts, saucer sections and enclosed tunnels. The dual waterslide will feature both side-by-side rally points and a head-to-head duel.**

COURTESY HOLIDAY WORLD & SPLASHIN' SAFARI

flat and four uphill sections — as well as two saucers, two side-by-side rally points and one head-to-head rally point.

"**Cheetah Chase** is the perfect thrill ride for families. The three-person rafts allow families to race face-to-face, and the launch is the first of its kind," said Holiday World's president, **Matt Eckert**. "There's nothing like this out there."

Holiday World, laying claim to the world's first "theme park," opened on August 3, 1946, as a small, Christmas-themed park with

children's rides and a train. The park added **Splashin' Safari** water park in 1993 with just four attractions. Holiday World was thrust into the limelight in 1995 with the opening of **The Raven**, a wooden coaster from **Custom Coasters International**.

As the popularity of the park increased, **Splashin' Safari** continued to grow with moderate additions. In 2002, the park started adding many high-profile and cutting-edge attractions, mostly from ProSlide, including what



was at the time, the longest enclosed **Mammoth River**. That was quickly followed by the first ProSlide **Tornado**, then one of the first and what was then the longest hydro-magnetic water coaster. Two years later the park opened a second hydro-magnetic water coaster — the first to use six-

person round rafts. It was also a record-breaker for longest water coaster in the world. Those two water coasters, **Wildebeest** and **Mammoth**, have been awarded the **Golden Ticket** for Best New Water Park Ride and Best Water Park Ride for almost a decade.

## Diggerland U.S.A. adding The Water Main aquatic park



COURTESY DIGGERLAND U.S.A.

WEST BERLIN, N.J. — **Diggerland U.S.A.** announced its newest park expansion: **The Water Main** aquatic park. The expansive two-acre outdoor aquatic park will feature two multi-zone pools, a slide tower, **Wibit**-brand challenge course, swim vortex, in-pool basketball area, themed splash park as well as family and leisure swim zones. Surrounding the pools will be deck chairs and lawn areas for relaxation and sunbathing, walk-up food and beverage service and private cabana rentals.

The **Water Main** grand opening is targeted for the 2020 Memorial Day weekend and admission to the aquatic

park will be included in the price of admission to **Diggerland U.S.A.**

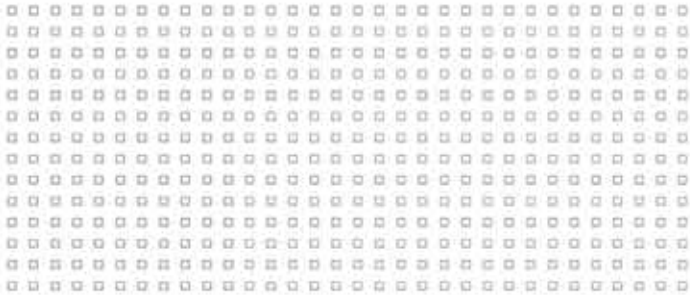
"With the opening of **The Water Main**, we now offer two distinct parks for one great price," said **Ilya Girlya**, **Diggerland U.S.A.**'s co-owner/co-president. "The **Water Main** is an expansion of our attractions' footprint. We are not removing any of our existing attractions. Many guests know our team's aquatic park development and operational experience, and [guests] have asked about whether **Diggerland USA** could add a swimming pool. Why just add one pool when you can add two?"

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Rain Drop Products offers north central Ohio engaging water play

## Mansfield-area YMCA focuses on inclusive play with new splash pad

AT: Tim Baldwin

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MANSFIELD, Ohio — When it opened on May 25, the Mansfield Area YMCA had more than a summer cooldown in mind. The focus was to bring the community together and to provide a fun and safe space for children with all abilities to enjoy play time with each other.

Funding for the project was received from the Richland County Foundation.

"A community pool is a gathering place for families to get to know one another," Brady Groves, president of the foundation, said in a statement. "We supported the Mansfield Y's Splash Pad because it builds a stronger, healthier community."

Rain Drop Products was the supplier of the water elements and features. Mark Williams, president and CEO, takes this particular project to heart.

"Rain Drop has taken a niche that was unfulfilled in aquatic play," Williams said. "People are wanting to see what the next concept is in splash pads. I'm not the father of inclusive play, but we are now bringing in ideas that people didn't even know to ask for."

With zero-entry and virtually no standing water, the installation is not only wheelchair friendly, but eliminates any possibility of drowning incidents.

"They came to us with no vision of inclusivity, nothing beyond 'we want to build a splash pad,'" Williams told *Amusement Today*. "Their one



Rain Drop Products provided all the elements at the new splash pad in Mansfield, Ohio. The shark feature (inset) plays music to delight kids through audio and dance.

COURTESY RAIN DROP PRODUCTS

caveat was that because of generous donations, they wanted to do something special. At that time, I was contemplating changing the dynamics of a traditional splash pad to introduce lights and sounds and action and reaction. So, there was this idea of interactivity we wanted to include and, at the same time, develop the idea of inclusion to maximize the sensory experience. They said 'special,' and I said 'How about something new?' So we went down that path."

Inclusive play focuses on many of the body's senses:

sound, sight and touch, as well as motion and movement. This was the first splash pad project of this nature for Rain Drop.

Williams feels inclusivity goes beyond just being accessible to wheelchairs.

"We had always been wheelchair accessible, but as I've come to find, that is the floor," he said. "We want to stimulate in other ways — an audible way, a tactile way ... I don't claim to be an expert in inclusive play, but I'm certainly an advocate for it. Now kids with low vision or autism



are provided stimulation that they may also like. We're making things more fun. There is more to it than just spraying water."

One of the features is a submarine that engages imagination. As youngsters peer into the submarine, an LED illusion gives the impression of looking deep into the sea. Bubbles are regularly timed to emerge from the submarine and spray features keep the interaction constant.

"One of the buttons plays sounds of a submarine, but it also causes vibration," noted Williams. "To watch children of all abilities and their reaction, the kids think they just started the sub. It is beyond smiles; it is the excitement of what they are doing. To dream this up in the shop is one thing, but to see it in real life, from a career standpoint that is just 'wow!'"

Depending upon a child's particular needs and abilities, specific details stimulate

senses, while others are more calming for those who need gentler play. One of the themed elements is a shark. Because of a speaker being built into the component, the "Baby Shark" song comes on and instantly kids dance to the song.

In season, the facility was available for event and party rentals. Lighting features were incorporated for night activities. Regular rates were \$3 for those 12 and under, \$5 for those over 13. Members were admitted free. The park operated from Memorial Day to Labor Day, weather permitting. The Splash Pad opened daily at 11:00. Closing times varied depending upon the day of the week.

"I'm so proud of what we're doing and the direction the industry is going," said Williams. "I'm proud that we are leading the pack. We are now taking it to the next level. This is just the beginning."

•rain-drop.com



The interactive submarine has buttons that initiate sound, vibration and lights. Bubbles and watersprays are timed. Intricate textures engage the senses of those with low vision.

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## 2020 expansion plans for Waldameer Park & Water World

ERIE, Pa. — Waldameer Park and Water World's largest 2020 investment will be in the water park with a six-lane Rally Racer mat slide complex (**Proslide**). The \$3 million investment replaces two older speed slides. In the amusement park, a compact spinning coaster from SBF/Visa, purchased through **Rides 4 U** also will be debuting in 2020. The family attraction replaces the park's Water Wars game and its Showtime Theater.

"Since it is right next to our main food building, the covered theater audience space will be converted to tables with seating for up to 96 people," stated Steve Gorman, the park president. "Because of the 100% tax write-off for investment on equipment, we're also purchasing a replacement man-lift for our maintenance team."

The popular Ravine Flyer 2 wooden coaster will undergo significant wood track replacement during the fall. In addition, the 1951 Comet junior wooden coaster will be evaluated by **The Gravity Group** to determine what track improvements are recommended to improve the ride experience.



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## IAM to manage Waves Resort and Waterpark

CORPUS CHRISTI, Texas — **Diamond Beach Holdings, LLC**, has chosen **Innovative Attraction Management, LLC (IAM)** to manage **Waves Resort & Waterpark**, on North Padre Island, Corpus Christi, Texas, has chosen IAM to manage the attraction. A provider of turn-key management services for individually-owned water parks, IAM brings more than 100 years of combined operational experience and plans to seamlessly assume park operations at Waves Resort & Waterpark including departmental leadership, lifeguards, slide dispatchers, supervisors, park services, water quality and EMT staff.

"We are thrilled to be able to utilize our proactive approach to a great facility like Waves Resort & Waterpark, Corpus Christi," stated **Mike Friscia**, CEO of IAM.

Diamond Beach Holdings, LLC, searched for the right company to manage the waterpark at this location and ultimately chose IAM because of IAM's innovative and creative solutions to water park management and the company's shared values towards providing excellent customer experience.

With an investment of more than \$15 million in property upgrades to date, Diamond Beach Holdings, LLC, is continuing to prove their commitment to creating a positive change to the Texas coast and the community of Corpus Christi.

Waves Resort also has seen completion and improvements to its new conference and entertainment facilities, which now boast over 30,000-square-feet of indoor/outdoor special event, meeting and conference space, as well as an outdoor theater and performance stage. There are future plans for even more upgrades and entertainment options.

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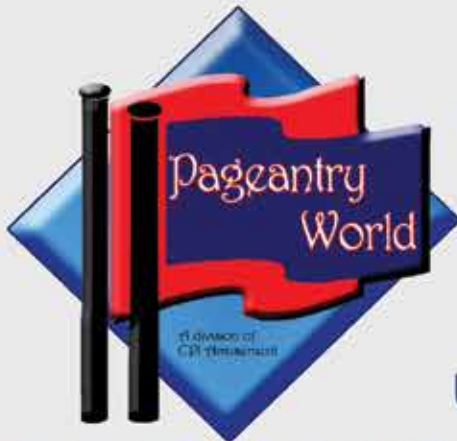
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# Cedar Fair splashes up multiple water park additions in 2020

AT: Tim Baldwin

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Cedar Fair has announced numerous installations for next season. Among them are several water parks receiving major acquisitions. *Amusement Today* looks at the range of attractions prepared for 2020.

## California's Great America — South Bay Shores

The biggest news is the makeover of Boomerang Bay at California's Great America. Plans to transform the water park into South Bay Shores comes with several additions. This expansion will increase the water park's acreage by close to 50 percent and double the attractions from 10 to 18.

"South Bay Shores represents the newest phase of a multi-year revitalization of California's Great America, building on our nearly 50-year heritage of giving Bay Area residents even more reasons to call the park their favorite destination for fun," said **Manny Gonzalez**, vice president and general manager of California's Great America. "Along with the water park, recent investments such as the innovative RailBlazer roller coaster, new dining venues and general park improvements are showing guests and the community that the park's transformation is fully underway here in the South Bay."

Pacific Surge will be a new slide complex featuring multiple attractions. Shark Reef Plunge offers four, six-story drop capsule chambers that send riders on a near-vertical plunge and then through s-curves and flat loops. The structure also features Feeding Frenzy and The Barracuda, two slides that send single or double riders through an enclosed tunnel



and intense drops from a height of five stories.

Milder fun is on tap for the younger set with Tide Pool, a new family lagoon with eight kid-sized water-slides. The slides culminate in a zero-depth-entry pool. Parents and adults can relax under shade structures in an oversized lounge and sun deck area.

Barefoot Beach is a new sand and beach area for kids play.

In addition to fun attractions, amenities will also be added, including a new family changing/showering facility, more lounge areas and a brand-new entrance. Dining options within the water park will grow from one to three. Pier 7 Café will offer fish tacos, fried shrimp and park favorites.

The top-to-bottom transformation into South Bay Shores will include makeovers of existing slides as well as new names. Lush landscaping with native plants will be added. Cabanas will be upgraded to include free Wi-Fi, charging stations, ceiling fans, televi-

South Bay Shores increases the water park's size by close to 50 percent. Family attractions (left) offer milder fun in the new Tide Pool. Six high-speed slides (right) will plunge from a new Pacific Surge tower complex. COURTESY CALIFORNIA'S GREAT AMERICA

sions and dedicated food-and-beverage service.

**WhiteWater West** is the supplier of the new attractions.

"Cedar Fair continues to dial things up at all of their parks," said **Andrew Moffat**, executive vice president of global accounts, WhiteWater West. "A main focus is us providing attractions that deliver fun-filled capacity and iconic impact for their guests."

"South Bay Shores is something that families are going to love," said **Lorraine Woodcheke**, communications manager, California's Great America. "Boomerang Bay is a part of the park that guests have loved since it opened 10 years ago. We know they are going to be delighted by South Bay Shores as it will be even bigger and better. Knowing that this community has such deep affection for [the water park], we wanted to make it even better."

California's Great America is targeting early summer to open the expansion.

"The range of additions coming is huge. We have six slides off the Pacific Surge slide complex. We're definitely bringing some thrills in," said Woodcheke. "Of



course, with the makeover of the lagoon, it's going to have eight kid-friendly slides plus a sandy beach play area. There is so much for families as well. Something else I am super excited about is the addition of shade and space where all guests can relax. We see guests who spend a full day in the water park, so [with the additions] it is going to be that much more of an enjoyable experience with the changes that we are making."

## Kings Dominion — Coconut Shores

Coconut Shores will be a new area added to Kings Dominion's water park, Soak City. Kids of all ages can explore their way to the top of Lighthouse Landing, a 45-foot-tall multilevel aqua play structure featuring hundreds of interactive elements. Sand Dune Lagoon is a 3,000-square-foot wave pool with smaller, one-foot waves that will delight younger ones. It will also feature interactive splash elements. A third component will be a new dining experience showcasing a variety of flavors, including Latin and Asian dishes designed

by the park's executive chef. Older guests can enjoy a tropical alcoholic beverage while the kids play.

"It's our mission to make people happy and we believe our 2020 water park enhancements will go a long way to doing just that," said **Tony Johnson**, vice president and general manager.

## Worlds of Fun/Oceans of Fun — Riptide Racer

Riptide Racer will be the largest addition to Oceans of Fun since the water park and theme park joined together to share the same gate in 2013. A children's play area was added in 2015.

"Riptide Racer is one of the longest of its kind," said **Chris Foshee**, public relations. "It is the longest in the Midwest. We're really excited about it."

The 476-foot-long slide is a product of WhiteWater West, the twisting four-lane racer introduces a competitive edge. Foshee says the ride will feature a countdown that racers will take off to. It replaces an original waterslide that opened with the water park in 1982.

► See CEDAR FAIR, page 35



Lighthouse Landing and Sand Dune Lagoon (left) will be two new additions to Soak City at Kings Dominion in 2020. Riptide Racer at Oceans of Fun will feature a countdown to send four riders at a time in a race to the finish. COURTESY KINGS DOMINION; WORLDS OF FUN





## NEWSPLASH

AT: Jeffrey L. Seifert

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**Adventure Island**, Tampa, Florida, has announced Solar Vortex as the new water slide for 2020. Guests will board two- or four-person family rafts and travel 707 feet through open and enclosed segments. The three enclosed portions have designs in the fiberglass that will play with the natural sunlight. The slides, provided by WhiteWater West use AquaLucent patterns that enhance the ride experience by creating exciting visual effects. Colorful bursts of light to otherwise dark tubes will display rings, polka dots and other patterns.

Solar Vortex will replace Key West Rapids, a two-person raft ride that opened in 1995.

**Kirksey Recreation Center**, Livonia, Michigan, reopened in September following a renovation that added slides and water features.

The renovations included a play structure that allows youth to engage in immersive play. The play structure has two slides, blasters, dumping buckets, spinners and spray nozzles.

Additionally, the pool received new decking and gutters and a new pool surface. The existing 250-foot water slide and slide tower also received preventative maintenance.

The city of Laredo, Texas, is one step closer to having a water park. In September, city council members agreed to move forward with a feasibility study on a proposed water park project. The actual cost has yet to be calculated, but funding for the construction of the park is already in place having been generated from the city's sports venue tax.

The Dothan City Commission unanimously approved a request from **Water World**, Dothan, Alabama, to purchase new slides. The Commission approved the acquisition of a bowl slide, drop slide, enclosed water tube slide and open water slide from **Splashtacular** for \$585,000. Also approved was a \$195,000 contract with **Barge Design Solutions** for architectural, engineering and consultation services for the project.

The new attraction will utilize an existing tower that serviced three slides that had been at the park since its opening 39 years ago. Those slides were deemed unsafe and did not operate this past summer.

City officials have committed \$2.7 million for Water World upgrades, and the new slides came in \$200,000 under budget so other enhancements to the park are expected to be announced in the near future.

After it was announced that **Water Wizz**, Westerley, Rhode Island, would permanently close after Labor Day, a local woman stepped forward and offered to buy the park. After 40 years of operation, the current owners cited an aging infrastructure, increasing operational costs and a significant financial setback from Superstorm Sandy as reasons for closing. As the closing day neared, an unnamed entrepreneur was working with her lawyers to acquire the park. While not

much detail had been released as of press time, it was noted that she was interested in continuing to operate the property as a water park.

**Maui Jack's Waterpark** located on Chincoteague Island in Virginia has been sold to a limited liability company based in Southfield, Michigan. The newly formed **Sun Maui Jack's Waterpark LLC** purchased the park for \$4.1 million. In addition, the campground and four land parcels were sold to **Sun Chincoteague Island LLC**, also of Southfield, Michigan. Both are subsidiaries of **Sun Communities Inc.**, a real-estate investment trust that has been in the business of acquiring, operating, developing and expanding manufactured home and RV communities since 1975.

Maui Jack's opened on June 29, 2018, as a project of **Blue Water Development Corporation** of Maryland. PR Director **Katie Lischick** stated, "This transaction is a deepening of the relationship between Blue Water Development and Sun Communities, Inc. Blue Water will maintain management and operations at both **Chincoteague Island KOA** and Maui Jack's waterpark, so our guests can expect the same first-class experience and service that they have come to love."

Officials for **Thermas dos Laranjais** announced in September that the water park in Olimpia, Sao Paulo, Brazil, acquired 70 hectares (172 acres) to continue its expansion projects. The expansion is expected to take two to four years and will nearly double the number of attractions at the park.

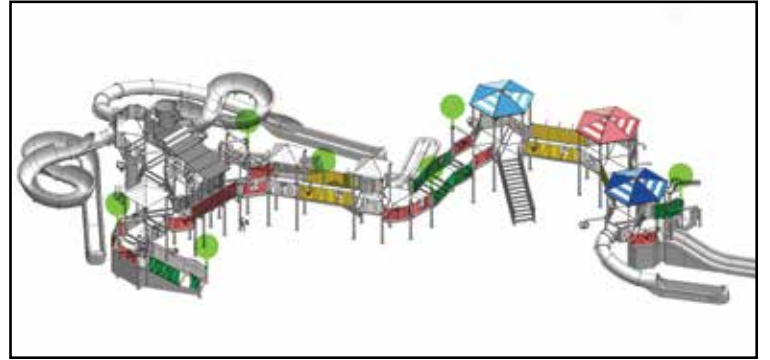
"We have a list of over 40 new attractions that aim to take Thermas to the next level in the ranking of the world's largest and most visited parks, including a new one-mile-long water roller coaster," said **Jorge Luiz Noronha**, Thermas dos Laranjais vice-president and architect responsible for the park's projects.

In 2018 Thermas received two million tourists from various regions in Brazil making it the most-visited water park in Latin America.

The newest **Great Wolf Lodge** in Scottsdale, Arizona, has had to push back its opening date twice. Initially expecting to open earlier than announced, the resort has experienced some construction setbacks. According to a statement made by the park, a shortage of electricians in the area has created an unexpected delay causing a modification of the opening date.

An email sent to guests stated, "We hold ourselves to a high standard of excellence and won't compromise the guest experience, so we decided to move the opening day in order to complete the remaining work and to offer adequate time for in-resort training for our pack members once that work is finished."

The resort has been reaching out to guests who had pre-booked rooms and is offering a complimentary future stay and other resort perks. Pre-opening bookings for this location had exceeded expectations.



**Seaside Splashworks (above)** will offer multiple activities at **Dorney Park & Wildwater Kingdom**. The six lanes of **Boogie Board Racer (below)** will offer the longest mat racing slide in the Southeast. COURTESY DORNEY PARK; CAROWINDS



## ►CEDAR FAIR

Continued from page 34

"It sits up on a hill, and the slide itself will follow the natural terrain. It's a natural fit for our landscape," said Foshee.

### Dorney Park & Wildwater Kingdom — Seaside Splashworks

Dorney Park & Wildwater Kingdom will be making waves in its water park when the new beach-themed multi-level play structure, Seaside Splashworks, debuts in 2020. The new family attraction will feature more than 75 play elements to engage the entire family. The expansion will replace the Island Water Works playground and splash pad with newer and fresher offerings.

Six water slides, interactive spray jets that guests can operate, a 195-foot net bridge trail and a giant 317-gallon tipping bucket will offer a lot to adventurers ready to splash, slide, climb or test their adventure skills. A splash zone just for toddlers will also be a part of the new addition.

"Wildwater Kingdom is already one of the top ranked water parks in the country, and Seaside Splashworks brings us to a new level with something for everyone to enjoy," said **Michael Fehnel**, Dorney Park's vice president

and general manager.

With plenty of lounge chairs and shade structures overhead, Seaside Splashworks is designed for parents to relax in the shade or soak up the sun while their children play nearby. The attraction will be the largest structure in the water park featuring six towers, 12 water cannons and nine tipping cones.

### Carowinds

— Boogie Board Racer

Coming to Carowinds in 2020 is Boogie Board Racer, the longest mat racing slide in the Southeast. WhiteWater West will also supply this new addition. Six guests face off and enjoy a friendly competition in a high-speed race to the checkered finish. The six lanes pit friends and family in a head-first challenge.

Carolina Harbor, Carowinds' water park, is included with admission and has been a huge draw for the local audience.

"Carolina Harbor is hugely popular in the heat of the Carolina summers, and Boogie Board Racer will bring a cool new thrill for our guests," said **Lisa Stryker**, director of communications. "We brought in a six-lane racer for high-capacity fun that'll appeal to their competitive spirits. It's sure to be a go-to attraction next summer."

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# **BUSINESS & NEWSMAKERS**

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## Midsummer Scream draws enthusiastic howls, record crowds

2019 edition of haunt and horror convention excites fans, industry

**AT:** Dean Lamanna  
dlamanna@amusementtoday.com

LONG BEACH, Calif. — Southern California welcomed Halloween almost three months early as the third annual **Midsummer Scream** horror fan gathering and haunt attractions trade show winged batlike into the **Long Beach Convention Center** Aug. 3-4.

Showcasing all things gruesomely fun with a dash of celebrity (including genre screen icons **Elvira** and **Sid Haig**), a generous dollop of cosplay and plenty of haunt attraction news, the annual event was as much an entertainment experience as an opportunity for networking and pitching products. Rolling out more the 350 vendors exhibiting monster masks, scary costumes, nightmarish dolls and gory makeup, plus a cavernous **Hall of Shadows** housing full-scale mazes and panel discussions featuring top haunt creatives from the likes of **Knott's Berry Farm** and **Universal Studios Hollywood**, it was fan service as art form.

The concept has been wildly successful. In its fourth year, the show, founded by **David Markland**, **Claire Dunlap**,



A few of Midsummer Scream's 30,000 attendees wheeled up to the Long Beach Convention Center in grand (and appropriate) DOA style. Rick West, event creative director, stands sentry at the Hall of Shadows — a show highlight (upper right). AT/DEAN LAMANNA

**Gary Baker** and **Rick West**, drew 30,000 attendees — nearly quadrupling its 2016 debut-year tally of 8,000.

Speaking with *Amusement Today* inside an office overlooking the bustling, 100,000-square-foot convention center floor, West, the show's creative director, noted that "freakish" is the word he usually hears when observers discuss Midsummer Scream's explosive growth.

"It's uncommon in this industry, and we're very proud of that," he said. "People ask,

'What's the secret sauce?' And we've said this for years: We create the show that we want to go to as fans. If it's going to be something that we think is pretty cool, then we figure there's a few other people that'll think it's pretty cool. It's not rocket science to us."

He added with a laugh: "It's more fun than **IAAPA**, that's for sure."

### Frightful stirrings

Midsummer Scream is a second full-time job for West,



who works in themed entertainment and attractions as a show writer and creative director. Planning the convention, he said, "is an 18-month process, so there is very little down time. But the entire team loves doing this. We all have different backgrounds and strengths, but we

do, as a united group, approach this as creating a themed entertainment spectacle."

The effort extends to the show's floor crew of 300-plus "White Bats," who direct and inform attendees and generally help keep the event running smoothly.

"We have training and orientation like theme parks do for all of our frontline people," West said. "Most conventions would just say, 'Yeah, we'll give you a free T-shirt and make you stand here all day.' And that's their training. But here, it really becomes a family. People come back year after year to be with us."

The kinship of horror fandom, for West, runs deep. His own interest in pop culture and things that go bump in the night



Selfie opportunities were offered by the Wicked Pumpkin Hollow and Madame Tussauds displays. Numerous makeup artists, including one from The 13th Gate Asylum in Oxnard, Calif. (right), transformed fans on the show floor. AT/DEAN LAMANNA

► **See SCREAM**, page 38

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## ►SCREAM

Continued from page 37

developed during his 1970s-80s Southern California childhood.

"I was that kid who was never afraid of anything," he said. "I grew up watching the original *Halloween* films and *A Nightmare on Elm Street* and all that. And as far back as I can remember, I would drag my grandfather all over the Inland Empire looking for every haunted house we could find."

His passion crystallized 25 years ago with his founding of a fan publication called *Theme Park Adventure*, which was retired last year. It covered not only the usual amusements but haunted attractions such as **Knott's Scary Farm** and, eventually, neighborhood Halloween haunts.

West's love for the genre appears to have served Midsummer Scream and its attendees well — setting the event apart from other fan shows, such as **Comic-Con**, with a defined focus.

"A lot of people go to Comic-Con, but it has become like when you go to Las Vegas and there's a buffet at every resort," West said. "When you come here, your main course is Halloween and your dessert is horror. And it's no accident that



Culture vulture Charles Phoenix (above left) delivered a riotous presentation on vintage Halloween celebrations, while Cassandra "Elvira" Peterson greeted fans. Ralph and Sharla Koeniger of BoneWare Cutlery were among the event's 350-plus exhibitors. AT/DEAN LAMANNA



you're here — if you're here, you're a fan.

"I call it the Island of Misfit Toys. We all come together and it feels like a homecoming. It's a great crowd, and there's an electricity in the air that you can really feel."

That bracing current extended to Midsummer Scream's exhibitors.

**Ralph Koeniger**, owner-operator of Pensacola, Florida-based **BoneWare Cutlery** — reusable, lifetime-warranted, human bone-shaped plastic utensils designed for party and attractions industry use — told *AT* that the event was a great opportunity to promote his year-old business. "We've

gotten plenty of interest from theme parks, gift shops and party stores," he said.

### Safety in scary times

Before the conclusion of Midsummer Scream 2019, attendees found their social media feeds filled with the horrible news of a mass shooting in El Paso, Texas. Which raised an important question: How does this high-profile, heavily visited event handle security?

"Security, obviously, is our first and foremost concern," West said, explaining the show's deployment of magnetometers and extra security personnel outside and inside the convention center's entrances. "We



approach anything we do like a theme park or a big spectacle, and we take it very seriously."

The production team's caution extends to costumes and accessories. "We have a lot of cosplayers who come in, and we message out very clearly that no guns of any type are allowed in the building or they will be turned away. We had one guy who wanted to come in as the character Ash from *The Evil Dead*. He wanted to have just the butt of a shotgun sticking out. We said no."

West and his partners are grateful for the relationship Midsummer Scream enjoys with

the City of Long Beach. "It's symbiotic, really, now that we're bringing in crowds and putting heads in beds. Businesses recognize and appreciate us. We've had restaurants that have brought pies and little welcome bags over."

In addition to being embraced by the city, he said it was "gratifying" to be loved by the haunt and horror community.

"When you work on a project for so long and you sit back and see thousands of people streaming in and having a great time, it's not only a proud-papa moment — it's very humbling."

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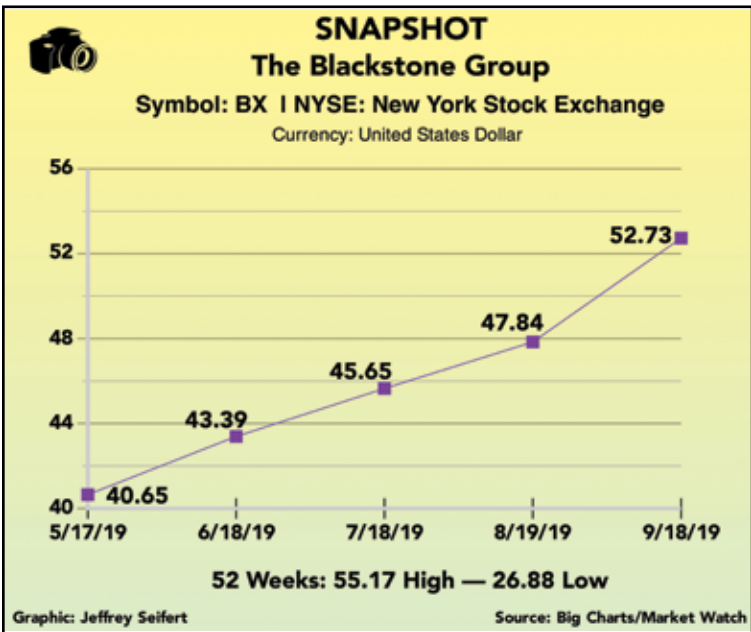
MARKET WATCH

| COMPANY                                   | SYMBOL  | MARKET | PRICE<br>09/18/19 | HIGH<br>52-Week | LOW<br>52-Week |
|---|---------|--------|-------------------|-----------------|----------------|
| The Blackstone Group                      | BX      | NYSE   | 52.85             | 55.17           | 26.88          |
| Merlin Entertainments Group / Legoland    | UK:MERL | LSE    | 451.80            | 455.25          | 304.40         |
| Cedar Fair, L.P.                          | FUN     | NYSE   | 55.12             | 57.98           | 45.58          |
| Comcast Corp./NBCUniversal Media          | CMCSA   | NASDAQ | 46.94             | 47.27           | 32.61          |
| The Walt Disney Company                   | DIS     | NYSE   | 136.80            | 147.15          | 100.35         |
| Dubai Parks & Resorts                     | DXBE:UH | DFM    | 0.21              | 0.39            | 0.17           |
| EPR Properties                            | EPR     | NYSE   | 77                | 80.75           | 62.75          |
| Fuji Kyoko Co., Ltd.                      | 9010    | TYO    | 4705.00           | 4705.00         | 2855.00        |
| Haichang Holdings Ltd.                    | HK:2255 | SEHK   | 1.14              | 1.86            | 1.02           |
| Leofoo Development Co.                    | TW:2705 | TSEC   | 7.76              | 8.30            | 5.45           |
| MGM Resorts International                 | MGM     | NYSE   | 29.51             | 31.68           | 21.61          |
| Parques Reunidos Servicios Centrales S.A. | ES:PQR  | MCE    | 13.64             | 14.46           | 9.84           |
| Royal Caribbean Cruises, Ltd.             | RCL     | NYSE   | 112.99            | 133.60          | 89.48          |
| Sansei Technologies, Inc.                 | JP:6357 | TYO    | 956.00            | 2160.00         | 837.00         |
| SeaWorld Entertainment, Inc.              | SEAS    | NYSE   | 27.67             | 34.72           | 21.36          |
| Six Flags Entertainment Co.               | SIX     | NYSE   | 54.12             | 71.27           | 46.68          |
| Tivoli A/S                                | DK:TIV  | CSE    | 670.00            | 710.00          | 590.00         |
| Village Roadshow                          | AU:VRL  | ASX    | 2.71              | 3.9             | 2.10           |

STOCK PRICES ABOVE ARE GENERALLY QUOTED IN THE FOREIGN CURRENCY IN WHICH THE COMPANY IS LOCATED

Worldwide Markets: **ASX**, Australian Securities Exchange; **CSE**, Copenhagen Stock Exchange; **LSE**, London Stock Exchange; **NYSE**, New York Stock Exchange; **NASDAQ**, National Association of Securities Dealers Automated Quotations; **SEHK**, Hong Kong Stock Exchange; **SZSE**, Shenzhen Stock Exchange; **TSEC**, Taiwan Stock Exchange, Corp.; **TYO/TSE**, Tokyo Stock Exchange

—SOURCES: Bloomberg.com; Wall Street Journal



| DIESEL PRICES |                |                        |
|---------------|----------------|------------------------|
| Region (U.S.) | As of 09/16/19 | Change from 1 year ago |
| East Coast    | \$2.998        | -\$0.254               |
| Midwest       | \$2.882        | -\$0.326               |
| Gulf Coast    | \$2.761        | -\$0.295               |
| Mountain      | \$2.959        | -\$0.404               |
| West Coast    | \$3.161        | -\$0.312               |
| California    | \$3.901        | -\$0.078               |

| CURRENCY              |                         |
|-----------------------|-------------------------|
| On 09/18/19 \$1 USD = |                         |
| 0.9061                | EURO                    |
| 0.8032                | GBP (British Pound)     |
| 108.16                | JPY (Japanese Yen)      |
| 0.9931                | CHF (Swiss Franc)       |
| 1.4597                | AUD (Australian Dollar) |
| 1.3251                | CAD (Canadian Dollar)   |

BUSINESS WATCH

**Ardent to make big investment in Dreamworld**  
NORTH SYDNEY, Australia — Seeking to boost attendance at its **Dreamworld** theme park on Queensland’s Gold Coast, which has been adversely impacted by a fatal 2016 water raft ride accident, **Ardent Leisure Group, Ltd.**, plans to invest AU\$50 million in new attractions — including a roller coaster. Additional plans could include resort accommodations and residential units for the land surrounding the park, possibly to be developed with commercial partners. Ardent, which saw losses of more than AU\$90 million last year, also is moving to enhance offerings at its **Main Event** family entertainment center chain in the U.S.

**Cineplex sees record second quarter results**  
TORONTO — **Cineplex, Inc.** (TSX: CGX), reported record results for the second quarter. Revenue increases were seen across all of the company’s core business areas, including filmed entertainment and content, media, and amusement and leisure. In the latter category, the company’s amusement solutions had revenues of C\$48.5 million, a 16.8% increase over the prior-year period, thanks to increased route operations revenue and distribution sales. **The Rec Room** entertainment center chain reported revenue of C\$20.9 million, an increase of 33.4% over the prior-year period, with two additional locations open in the period as compared to last year.

**Dispute over Fox IP at Malaysian park settled**  
KUALA LUMPUR, Malaysia — About \$1 billion in claims and counterclaims are being dismissed in the settlement of a dispute between **21st Century Fox**, now owned by **The Walt Disney Co.**, and **Genting Malaysia Berhad** (GENM) over the use of Fox IP at a theme park GENM is developing near Kuala Lumpur. The deal allows the park to use Fox IP, though not the originally proposed name Fox World. In a lawsuit filed last fall, GENM claimed to have spent \$750 million on the project when Fox backed away from the licensing deal in an alleged effort to renegotiate the agreement with Disney’s purchase of Fox pending. Fox countered that GENM was giving “little thought” to the “integrity” of Fox’s IP.

**‘Surprise’ collateral key to N.J. megamall loan**  
EAST RUTHERFORD, N.J. — With **Triple Five Group’s** long-in-the-works megamall **American Dream** set to open near New York City Oct. 25, it has come to light that the private development company used its **Mall of America** property in Bloomington, Minnesota, as collateral to secure a construction loan for the project. Bloomington city officials reportedly were surprised to find the 2017 guarantee, which pledges a 49% stake in Mall of America, in bond documents while developing plans to finance a Triple Five-proposed water park adjacent to the mall. At 5.6 million square feet, Mall of America will remain the largest shopping center in the U.S. after the opening of the three-million-square-foot American Dream, which will have more space devoted to entertainment.

**In brief...**  
•**The Strong National Museum of Play** in Rochester, New York, has chosen Gilbertsville, Pennsylvania-based **Gateway Ticketing Systems, Inc.**, and its Galaxy Ticketing and Admission Control software to provide an efficient purchase and admission experience for guests. The system tentatively is set for activation in December.  
•**The Living Zoo and Gardens** in Palm Desert, California, broke its all-time attendance record during the 2018-19 season, welcoming more than 512,000 guests during the 12-month period — an 11.49% increase over the previous fiscal year’s record number. Meanwhile, the attraction also topped *Time* magazine’s 24/7 Wall Street list of the best zoos in America.

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## OBITUARIES

**Edmund J. Florimont, owner, Fantasy Island**

LONG BEACH ISLAND, N.J. — Edmund James Florimont, builder and owner of Fantasy Island Amusement Park in Beach Haven, New Jersey, passed away Aug. 4. He was 85.

A resident of the Holgate section of Long Beach Island for the past 34 years, Florimont was born in Brooklyn, New York. He attended the Leonard Hall Military Academy in Maryland and used his training there in the U.S. Navy in the early 1950s, serving as a master electrical engineer on the aircraft carrier U.S.S. Tarawa.

Following the service, Florimont invented and patented games and marketed them to arcades. He became a successful entrepreneur — owning amusement parks from New Jersey to the New England coast. He was also a consultant for casinos and entertainment venues and was a designer of Circus Las Vegas.

Florimont is survived by his wife, Catherine; son, James; stepdaughter, Kelley Ramsey; and brother, Walter; as well as five grandchildren and two great-grandchildren.



Florimont

**Goodtime Amusements' Irvin 'Irv' L. Good, Jr.**

HANOVER TOWNSHIP, Pa. — Irvin "Irv" L. Good, Jr., the owner and operator of Hellertown-based Goodtime Amusements for 32 years, died Aug. 8. He was 77.

Good was born in Reading, Pa., on Oct. 22, 1941. He was transportation supervisor for the Saucon Valley School District for 13 years and executive director of the YMCA in Ambler for 15 years. He entered the carnival business in the late 1970s, working with many shows.

Good was a past president of the Pennsylvania State Showmen's Association (PSSA), for which he also served as a director for six terms. PSSA named Good, who helped establish the association's scholarship fund, Showman of the Year in 2011.

Good is survived by his wife of 33 years, Marie; children Deborah E. Cooper, Jeffrey A. Good and Judd I. Good; stepchildren Richard J. Haas and Christina M. Ziegler; eight grandchildren and one great-grandchild.



Good

**Marian Spencer, Ohio civil rights crusader**

CINCINNATI — Marian Spencer, a civil rights leader who desegregated Coney Island Amusement Park, passed away July 9. She was 99.

Hailed as a hero by government officials, Spencer, the granddaughter of a slave and the first African-American woman elected to Cincinnati City Council, devoted much of her life to fighting racism. She began her civil rights push in 1952, when she led the park desegregation effort.

Spencer, then a mother with two young sons, called Coney Island to inquire about an event and whether it was open to all children. After a representative informed her that black children were not welcome, she took her family to the park, where an armed guard turned her away. She filed a lawsuit against Coney Island with the help of the NAACP and won.

Spencer, who also served as the city's vice mayor, is survived by her sons and a twin sister. (See related story, page 50.)



Spencer

**Russi Taylor, voice of Disney's Minnie Mouse**

GLENDAL, Calif. — Russi Taylor, a Disney Legend and voice actor best known as the official voice of Minnie Mouse, died July 26. She was 75.

Born in Cambridge, Mass., Taylor had wanted to work for The Walt Disney Co. since childhood. A visit to Disneyland brought her closer to that reality. "We had just come off the Mark Twain Riverboat," she recalled. "I saw Walt sitting on a bench, so we introduced ourselves. He asked me what I wanted to do when I grow up, and I said, 'Work for you!'"

Taylor beat out 200 hopefuls during a 1986 audition for the Minnie role. It led to a career spanning four decades and hundreds of projects, including theme park attractions.

Taylor married Wayne Allwine, who had voiced Mickey Mouse since 1977, in 1991. They remained as inseparable as their animated counterparts until Allwine's passing in 2009.



Taylor

**Richard Croul, creator of the modern recreational waterslide**

CORONA DEL MAR, Calif. — Richard Douglas Croul, who was credited with creating the modern recreational waterslide, succumbed to a rare form of skin cancer called Merkel cell carcinoma at home on July 29 after enjoying a lifetime of playing and working outdoors. He was 90.

Born in Hartford, Connecticut, Aug. 4, 1928, Croul knew he was a "Californian" at heart. Moving to San Marino with his family before he was two, he and his three brothers spent most summers at the beach in San Clemente.

Croul graduated from South Pasadena-San Marino High School and attended Cal Poly San Luis Obispo before working as a cowboy for the Irvine Co. Despite having grown up just a few blocks from each other, Richard met the woman who would become his wife of 65 years, Jane, in Heidelberg, Germany. He was on the Army ski team and she was on a post-college tour of

Europe. They married in 1954 and settled in Corona del Mar.

The Crouls spent weekends sailing on Newport Bay or body-surfing at Big Corona. Richard spent long weekdays running his company, Surf Construction. He also served on the Newport Beach City Council (1970-74).

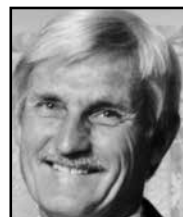
Having enjoyed many adventures in the family motorhome, Croul decided to build his own campground in Northern California. He dug out a five-acre lake for bass fishing and was left with a big hill of dirt. After a day of sliding downstream on nearby natural river rocks, he was inspired to create a waterfall on that hill and then a slide for the campers. With much experimenting, he created the world's first modern recreational waterslide — and an industry was born.

Croul went on to build many more waterslides and parks in the U.S. and internationally in Singapore, Japan, Mexico, Spain and India. These attractions and the local waterpark in Irvine, Wild Rivers (1986-2011), welcomed millions of leisure-seekers. He was inducted into the World Waterpark Association Hall of Fame in 2000.

Between waterslide projects, Croul could be found indulging his passion for skiing in Aspen, Mammoth Mountain or Utah. At the age of 83, he skied 60 days in one year at Mammoth, his record. Sadly, a broken femur three years later ended his ability to ski.

Croul loved parties — preferably themed. His favorite was a "booze cruise" on Newport Bay with friends and family. Richard and Jane spent many happy afternoons and evenings entertaining anyone who climbed aboard Croul's vessels: first the African Queen, then the Balboa, then the New Balboa and finally the Baliboa (the latter designed by Croul and built in Bali.) Croul was said to be the longest-running private entrant in Newport Beach's annual Character Boat Parade, and he was known to be quite a character himself.

Croul is survived by his wife, Jane; three daughters, Leah Fletcher (David), Laura O'Reilly (Rory) and Sara Alex; his brothers, Jack and Jim (predeceased by Ed); grandchildren Daniel, Holly, Amelia, Hannah, Taylor, Jackson and Lindsay; and great-granddaughters Hazel and Lola.



Croul

**Katherine Dean, cofounder, Joyland**

LUBBOCK, Texas — Katherine "Katie" Webb Dean, cofounder of Joyland Amusement Park, passed away Aug. 27. She had recently turned 100 and celebrated that birthday milestone publicly at the park, with which she was involved until her death.

Dean was born on July 21, 1919, in Romney, Texas, to Willie Alice and Brice Webbs. She grew up in Romney and graduated from Rising Star High School. Dean attended business college in Fort Worth and then worked at Blackwell Hospital in Gorman, as well as a medical clinic in Waco.

She met her future husband, Jimmy, in Ranger, Texas, and they were married in 1943. The couple relocated to San Angelo, where they owned one of the first Dairy Queen franchises in the state. In 1960, they moved to Amarillo and Katie went to work for the Texas Dept. of Transportation. In 1973, already in their 50s and the owners of two arcades and several rides, she and Jimmy purchased what was then the 1940s-built Mackenzie Park Playground in Lubbock and transformed it into Joyland Amusement Park.

It was a big leap. But "[it] just felt like an opportunity," Dean told *Amusement Today* earlier this past summer for an interview that ran in August as part of the publication's Women of Influence series. "The previous owner had a loan, so we just assumed that loan. I'm not sure we really knew what we were getting ourselves into."

In an August interview with Lubbock-based CBS television affiliate KLBK, the couple's son, David Dean, who now owns and operates Joyland with his wife, Kristi, admitted that he was reluctant to leave Amarillo when his parents moved the family to Lubbock. Just 17 at the time, he recalled that park property had "about 13 [mostly kiddie] rides and actually just sheep to keep the grass down, so there wasn't much at all."

David said his parents worked hard and put in long hours every day. And his moth-

er nudged him along.

"She said, 'can't never could,' so she really pushed me never to give up."

He added that his mother played a large role in park operations. Even in her later years, after her husband passed in 1993, she would try to be onsite at Joyland several times every week. "She wanted people to live their dreams and believe in themselves. That was very important for her and everyone she came into contact with."

Asked by *AT* about her favorite aspect of working in the amusement business, Katie Dean said: "The great memories and all the people we have met and all the friends we have made."

Today, Joyland boasts 30 rides and attractions. It is one of a handful of family-owned amusement parks operating in the U.S.

In addition to her son, Dean is survived by a daughter, Mary Haiduk (Ray); six grandsons; one great-grandson; and three great-granddaughters. She was preceded in death by her husband, Jimmy, as well two brothers and two sisters.



Dean



## Firestone Financial customers receive hurricane assistance

NEEDHAM, Mass. — **Firestone Financial** announced plans to offer assistance to customers impacted by Hurricane Dorian.

"During a major hurricane like Dorian, the last thing we want is for our customers to worry about their loans and other finances," said **Michael Smith**, Firestone Financial's executive vice president, chief operations officer.

"We worked with impacted customers in the time leading up to and [also] in the aftermath of Hurricane Dorian. Our priority is helping our customers protect and preserve their businesses."

Firestone Financial customers who are affected by the hurricane and should contact their account representative or the customer service department at 1-800-851-1001.

## Disney donates \$1 million to Bahamas recovery

BURBANK, Calif. — The Walt Disney Company, led by Disney Cruise Line, has committed more than \$1 million in cash and in-kind support to help relief and recovery efforts for those in The Bahamas affected by Hurricane Dorian.

"The Walt Disney Company stands with the people of The Bahamas affected by Hurricane Dorian," said **Robert A. Iger**, chairman and chief executive officer of The Walt Disney Company. "We hope our \$1 million donation will provide much-needed relief and help our neighbors, colleagues, and all those impacted by this devastating storm begin the long process of recovery as they work to put their lives and communities back together."

Disney's commitment includes a \$1 million donation to non-profit relief agencies who will be undertaking recovery and rebuilding efforts, as well as the provision of supplies — including food staples and basic construction materials — to those in impacted areas.

Additionally, Disney employees with immediate needs in impacted areas of The Bahamas will have access to a range of resources. Disney Castaway Cay, which experienced only tropical force strength winds, employs more than 60 Bahamians from Abaco and Grand Bahama, as well as several employees from other Bahamian islands.

## Play Time Toys purchased by A&A Global Industries

BALTIMORE, Md. — **A&A Global Industries**, a leader in redemption, amusement and vending industries products, completed an asset purchase of **Play Time Toys**. Play Time Toys is an Orlando, Fla.-based company specializing in plush and redemption merchandise.



"Over the last ten years it has been a goal of mine to make an indelible impression on the redemption industry," said **Dawn Noyes**, founder of Play Time Toys. "To bring our company to the next level and provide our customers with the best products and services possible, it was only natural to hand-off our company to A&A. They have the experience, capability and technology so desperately needed by our customers."

Play Time Toys specializes in the large Florida marketplace rich with Family Entertainment Centers. Placing a strong emphasis on customer service, Play Time Toys credits its success on building and maintaining relationships with its customers.

"The synergies between our companies is outstanding. Teaming up to combine both companies' strengths is a win-win for everyone," added Noyes.

"We have no plans in the immediate future to make any changes to the Play Time Toys business model with the exception of adding our existing products and services to Play Time customers," stated **Brian Kovens**, co-president of A&A.

"The first changes will be consolidating telephone numbers to make communications with customers and the A&A team more efficient."

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# Women INFLUENCE

## A view from the top...

Joann Cortez is the communications director of Hyland Hills Parks and Recreation District, which was established in 1955. The district's largest revenue producer is Hyland Hills Water World water park, Federal Heights, Colo. But it also includes a family fun center, golf courses, an ice center and a gymnastic center. It maintains 32 parks in 450 acres, 29 sports fields, three community centers, 15 tennis courts, three outdoor swimming pools, and a skate park and batting cages at the Sports Complex.

The district serves nearly 118,000 residents in a 24-square-mile area, overlapping several counties and municipalities adjacent to Denver.

## Accomplishments and affiliations...

- World Waterpark Association (WWA) Marketing Committee
- International Association of Amusement Parks and Attractions (IAAPA) Exhibitor Awards Committee
- Denver (Colo.) Press Club
- National Recreation and Park Association
- Colorado Parks and Recreation Association
- MetroNorth Chamber of Commerce, Denver (Colo.)
- Westminster (Colo.) Chamber of Commerce
- City Club of Denver (Colo.)
- Mile High GI Forum (Colo.)

## Leap of faith took Cortez to the water

A little more than 20 years ago, Joann Cortez became aware of a job opening in the media department at the Hyland Hills Parks and Recreation Department. She had just two years prior earned her Bachelor of Arts degree in journalism at the Metropolitan State University of Denver.

"I couldn't believe this job was open," she said. "I was so excited to apply. I knew this was where I wanted to be."

She had never worked in the leisure industry and she knew there would be a learning curve. But she took that leap, applied and became the communications director of the parks and recreation district.

That was in 1998, and she is still there.

"And I have never regretted it," Cortez said.

Cortez loves talking about the parks district in which she serves. She has seen tremendous growth. And as Water World is the largest source of revenue for the entire district, when it is open, she gets the word out.

Water World celebrated its 40th anniversary this year. Cortez has seen 12 new attractions come on line with a total count now of 52 on 70 acres.

"We have four dark rides and we have used the lay of the land to bring water to more than one ride," she said. "We have taught 15,000 kids to swim for free since the beginning of our Be A Fish swim program."

"This has been an amazing experience for me."

The district's media office is a one-person office, which has meant to make it a triumph, it largely was up to her. She has loved the challenge and has pushed to make the media department as successful as possible.

That success can be verified. She has been interviewed a half dozen times by the Travel Channel, and she has hosted media teams from around the world. Her media outreach has resulted in an abundance of free coverage hours on local and national broadcast stations as well as an abundance of print media stories.

She feels the development of her commitment to transparency as well as her approachability has bolstered that prosperity. Her self-confidence to know she could make this a success got its beginnings many years ago.

Cortez married young, right out of high school. Two children followed quickly. And, almost as quickly, she became a single mom. Her son, Marco, was three years old and her daughter, Dianna, was two when she and her husband divorced.

"When my kids were young, I did all sorts of jobs," she said. "I did whatever I could to get us by. My parents helped out when they could, but I was on my own. There were some tough times for me."

She struggled financially. It was hard physically and mentally. But her most



important struggle, above all else, was to set a good example for her children.

And that is what she set out to do. No matter what job she had, she found the drive to move up.

Her situation was buoyed further when she landed a job in former Colorado Governor Richard Lamm's office in the early 1980s. She started there as the receptionist then on to the governor, then later to the Governor's Boards and Commissions office staff.

"I look back now at that interview and I think I felt more like the Julia Roberts character in 'Pretty Woman' when I went to apply," she said. "I had to literally safety pin my shoes together."

She met many people in this position. In fact, it was during this time that she met and was recruited by Bill Daniels, who has been referred to as the godfather of cable television. She started as a lobbyist and then became a manager in the media department of his company, American Cable Television (ACT), which later became Tele-Communications Inc. (TCI).

She loved the job but working until

3 a.m. just didn't work out while having her children at home in high school and while beginning to take classes herself.

"I started college slowly, while working, like most busy moms, only as time permitted with my two children in high school," she said.

She started at the Community College of Aurora where she graduated with an Associate's Degree.

"After that, I thought, 'What the heck, I've got this.'"

She immediately turned around and earned her B.A. degree, graduating in 1996. Her children threw her a big party as she became the first in her family to earn a college degree.

"They were so proud of me," she said. "It was actually crazy good for them."

The respect and pride runs both ways in her family now.

"I am very proud of my children, who both earned graduate degrees," she said. "They are both very successful and they want to give back to their communities. They are just great citizens."

—Pam Sherborne

**Joann Cortez**  
Communications Director  
Hyland Hills Parks  
and Recreation District  
Denver, Colo.



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# SAFETY, MAINTENANCE & OPERATIONS

► AIMS International presents safety awards — page 51 / 3D printing from Massivit 3D — page 52

Luxury retreats, new food and beverage operations score big

## Dollywood's Splash Country finds groove with 2020 upgrades

AT: Tim Baldwin

tbaldwin@amusementtoday.com

PIGEON FORGE, Tenn. — Convenience, efficiency and simplicity have all combined in a new approach at **Dollywood's Splash Country**. Having just concluded its trial season, Picnic in the Park is a concept already in the plans for next year.

"It was very successful. We are looking at how we can expand the menu next year," said **Amber Davis**, media and digital publicist. "It was somewhat of an experiment as we moved away from the more 'classic' fare of a water park. It was something our guests were wanting and asking for. The big trend these days is that people want fresh and healthier foods. That's what this is."

The thought process is trying to find the solution for families standing in lines to get a meal. What would make it easier, what would make it faster? Introduced at the start of the 2019 season, Picnic in the Park let families make decisions at home before they even arrived at the park.

"It expedites the process," Davis told *Amusement Today*. "It cuts down on lines. It turned out that we doubled what that [location] did the year before. It really answered a few challenges."

The procedure is simple. Families preparing their visit to Dollywood's Splash Country go online prior to their visit. Using the Picnic in the Park feature on the website, families indicate the date of their visit and make choices of what they want in



Deluxe retreats (top) were a successful upgrade; new shaded areas (left) were a requested guest comfort; Picnic in the Park offered guests advance ordering, as well as grab-and-go fast options. COURTESY DOLLYWOOD; AT/TIM BALDWIN



their meal bag. Each morning, the food is made fresh, which reflects the slogan on the sign — "Eat Fast. Eat Fresh." Guests simply print off the paid voucher and upon arrival at the park, can claim their picnic all bagged and ready. ICEE machines were also stationed at the Picnic in the Park location.

"Our retreat guests really took advantage of this because those people benefit from our room service,

so they could have their food delivered," said Davis. "They could just ask for a particular time to have their meal delivered."

*Retreats* is the terminology used at Dollywood's Splash Country for the more commonly used word *cabanas*.

Guests taking advantage of the service have two options: Classic Picnic or Gourmet Picnic. Each

► See SPLASH, page 47





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## ► SPLASH

Continued from page 46

feeds a family of four, including drinks. The Classic sold for \$49.99; the Gourmet sold for an additional five dollars and included upgraded sandwiches and four desserts.

The Picnic in the Park location can also serve guests who didn't order more than 24 hours in advance. Coolers are stocked with wraps, salads, fruit and more, making for a quick grab-and-go meal with minimal wait time.

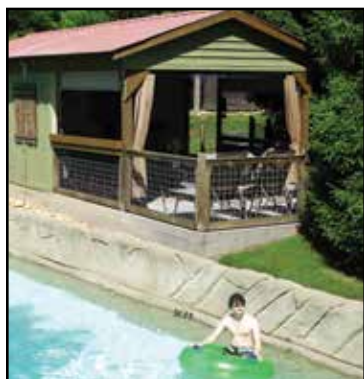
Also new this season were luxury deluxe retreats. All standard retreats include a 32-inch satellite television, ceiling fan, dining table with six chairs, four lounge chairs, secure storage, and food service. Each retreat is 200 square feet of shaded space, with an additional 100-square-foot sun deck. For the new luxury retreats, additional amenities included: couches and loveseats replace patio-style furniture, a 50-inch television, a bar counter and barstools overlooking the river, a refrigerator stocked with bottled water and a coffee table. Deluxe retreats were offered for \$300 in 2019. Standard retreats went for \$190. Up to eight people are included in one reservation. Additional guests could be added for \$10.

Dollywood's Splash Country introduced four new deluxe retreats at the beginning of the season.

"The deluxe retreats were always the first to sell out," said Davis. "Because they were in such high demand, we added three more. In 2020, we will introduce one more for a total of eight."

The park also added more shaded space in its lounge areas as well as queue lines to offer guests more of an opportunity to take a break from direct sun.

•dollywood.com



Deluxe retreats offer views that overlook the park's lazy river. AT/TIM BALDWIN

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## LJM & Associates surveys Kennywood



WEST MIFFLIN, Pa. — LJM & Associates conducted an underwriting survey at Kennywood Park for Specialty Insurance Group. Above, Deanna Johnson of LJM & Associates takes time out from the inspection to say hello to park mascot Kenny Kangaroo. COURTESY LJM & ASSOCIATES

## Pa. Amusement Ride Safety Advisory Board grants three approvals, tables one

AT: B. Derek Shaw  
bdshaw@amusementtoday.com

HARRISBURG, Pa. — Every quarter, seven representatives from the amusement industry, two public members and two special advisors, gather to discuss and either accept, conditionally accept, table or reject new ride approvals that carnival, amusement and water parks and FECs submit. The summer edition included four manufacturers with attractions/rides that were brought before the board during their meeting.

Walt Remmert, Bureau of Ride & Measurement Standards director, Pennsylvania Department of Agriculture, announced that an additional ride safety official is being interviewed and hired. From the initial 51 candidates, down to 29, with nine that were well qualified, six or seven will be interviewed. The successful candidate will start within 60 days and be based out of Dauphin, Lebanon or Lehigh County, as the bulk of the work is in Eastern Pennsylvania. Once on

board, the department will have a total of four full-time inspectors, with Joe Filoramo, continuing to serve as supervisor.

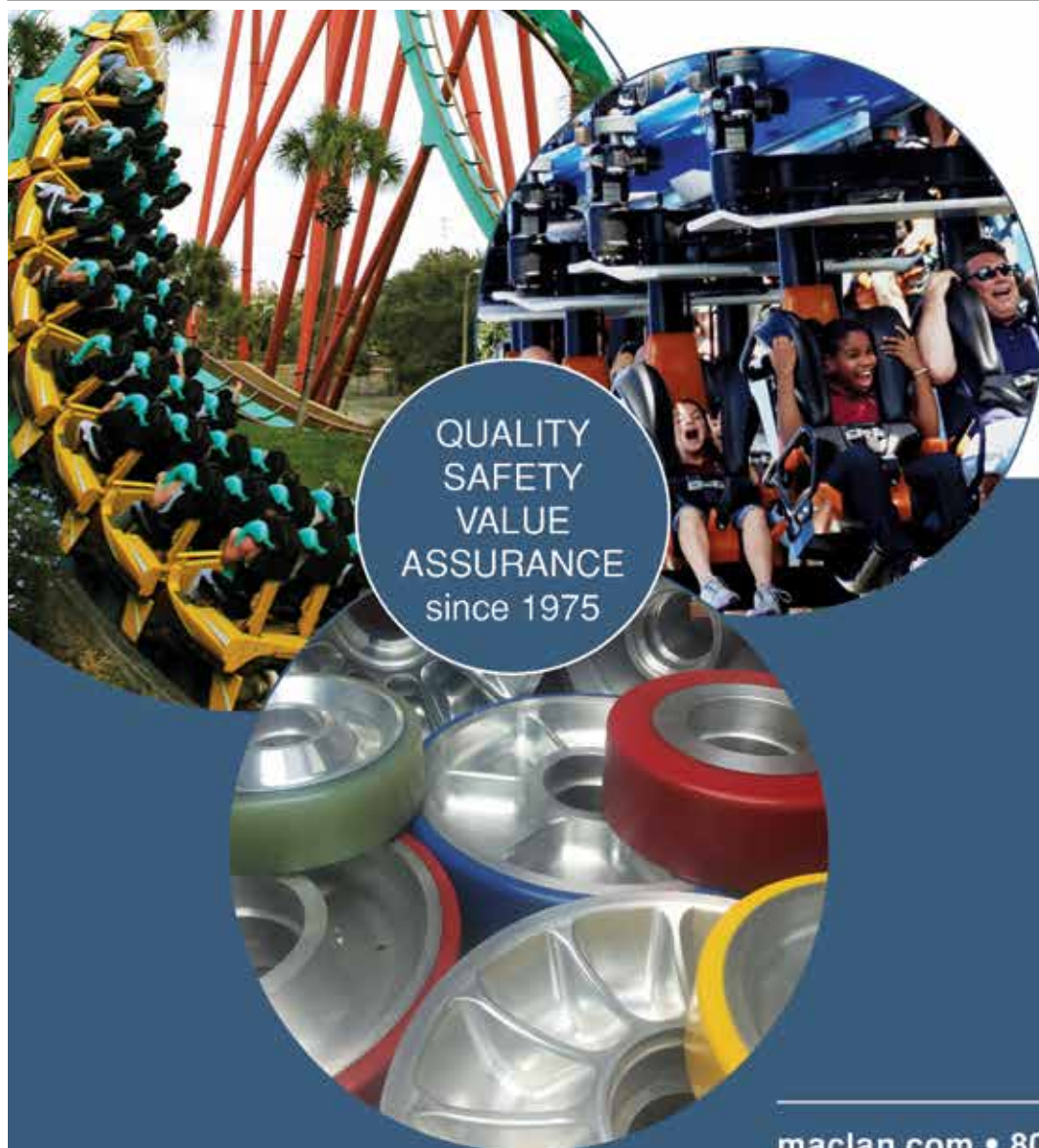
The mid-August meeting focused on three ride approvals. They included a Sky Trail with Sky Rail ropes course for the Philadelphia Zoo offered by Ropes Courses Incorporated, a new version with a smoother drive system of the portable Black Widow (Eyerly Spider) ride from Battech International and final approval for S&S Worldwide The Steel Curtain roller coaster at Kennywood Park. Tabled until more rider information is contained in the operation manual, is a kiddie mini car ride manufactured by Eurogames for Speed Raceway, an indoor electric go kart operation Horsham, Pa.

Under new business, Pret Lytle, Director, Engineering, Hersheypark made a presentation about the upcoming B&M roller coaster for summer 2020. The two-minute, 26-second ride has seven camelbacks, and a 123 degree hammerhead curve. Board member William B. Hall

III gave praise to Kennywood and Hersheypark and other amusement organizations who come in advance of seeking approval to give the advisory board a “heads up” on what they are planning versus some operators coming in last minute or after-the-fact. Hall also reported on an illegal zip-line operation on private property in suburban Philadelphia. An elderly woman was struck by a zip line rider. All accidents must be reported, which this was not. The department will look further into this situation.

Finally there was a discussion on the statement that is used on some ride approval applications that says the ride is “service proven.” With very rare exception, that is not acceptable by the Pennsylvania Bureau of Ride & Measurement Standards. All rides/attractions must adhere to ASTM F24 and PA Chapter 139 Pennsylvania code 7 standards.

The fall meeting will take place 10 a.m., October 16, at the Department of Agriculture, room 309.



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## Polyfab USA introduces Parasol, commercial grade shadecloth

MANHATTAN BEACH, Calif. — **Polyfab USA** announced that Parasol Commercial Grade Shadecloth is now available from a select number of distributors around the Americas. Parasol has been sold in Australia for over ten years and has an established track record for protecting people from the harsh rays of the sun down under.

Parasol is designed for Australian conditions and made to stringent quality and manufacturing specifications. It is manufactured using a combination of high density monofilament and tape which offers a higher degree of protection from UV radiation, known to cause sunburn and skin cancers.

Suitable for tension structures and other heavy duty applications, Parasol is 9.6 oz. per square yard and put up on 9.8 feet wide x 55 yard long (folded) rolls. It is available in 15 standard colors, with other colors available on special order.

"From Phoenix to Florida, we know how harsh the UV rays can be," said **Brooke Kahn**, vice president of marketing for **Keyston Bros.** "Luckily for our customers, Parasol is a commercial grade shade cloth that will not only protect from harmful rays that cause sunburns and skin cancer, but it is also easy to work with and affordable for manufacturing."

•polyfabusa.com



## JW Winco now distributing oil, water repellent membrane

NEW BERLIN, Wisc. — With a pore size of 1.2  $\mu\text{m}$ , oleophobic and hydrophobic membranes GN 7404 from **JW Winco** provide reliable aeration and ventilation, allowing no dirt particles or droplets of oil or water to pass through the membrane.

In order to compensate for pressure differences in both directions, JW Winco already offers various aeration and ventilation elements with integrated filters and sieves. As a new change to its product line-up, JW Winco now also offers elements equipped with membranes alongside these standard parts. This makes it possible to prevent even smaller particles and, above all, oil and water droplets from passing through the ventilation openings. Dirt and moisture are kept away from the inside of the housing, and lubricants such as oils cannot escape. While the previous filter and sieve elements have a minimum mesh size of 100  $\mu\text{m}$ , the standard membrane pores are only 1.2  $\mu\text{m}$  in size.

Externally, the robust membrane is additionally protected against mechanical stress by a protective sieve made of stainless steel. Ideally, the standard part GN 7404 should be installed in vertical surfaces so that no liquids can collect on the membrane, which could impair the pressure balance. At a nominal differential pressure P1 to P2 of 1 bar, the maximum air flow — depending on the diameter — is up to 34 l/min. The membrane even retains its function up to an external pressure differential of 2 bar or an internal pressure differential of up to 10 bar. The maximum operating temperature is 100 °C.

The membranes themselves are made of a nylon fleece impregnated with an acrylic copolymer.

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## Coney Island to honor Marian Spencer



FILE PHOTO

CINCINNATI, Ohio — **Coney Island Amusement Park** announced that the park will dedicate a lifeguard chair in honor of former Cincinnati councilwoman, vice mayor and civil rights pioneer **Marian Spencer**, who led the charge for the desegregation of the park, specifically Sunlite Pool, in the 1950s. (See obituary, page 42.)

"It's appropriate that we dedicate the lifeguard chair to Mrs. Spencer, whose life mission was to guard the lives and dignity of those in her community," stated **Rob Schutter, Jr.**, president and CEO of Coney Island.

The official announcement was made during a memorial celebration of Spencer's life on Aug. 10 at the 5/3 Arena at the **University of Cincinnati**.

Coney Island will install a memorial plaque on a lifeguard chair in Sunlite Pool next season.

•[coneyislandpark.com](http://coneyislandpark.com)



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## Texas Pool & Spa Coalition organizes board, officers

AUSTIN, Texas — The **Texas Pool & Spa Coalition (TPSC)** announced the updated 2019-2020 Board of Directors slate. At their annual meeting on June 29, **Rick Hagan** of **Pool Corporation** assumed the role as president of the Board, with **Joshua Buzzell** of **Regal Pools** serving as the vice president, and **Bill Irvin** of **Preferred Pool Corp.** as the new secretary/treasurer. **Will Ainsworth** of **Professional Pool Services of Texas** rounded out the officers as the immediate past president.

With the appointments of new officers Hagan, Buzzell, Irvin, and Ainsworth, TPSC's 2019-2020 Board consists of 12 members, including: **Dan Barrett** of **Anthony & Sylvan Pools** (Austin), **Charlie Claffey** of **Claffey Pools**, **Thomas Flake** of **Hayward Industries, Inc.**, **Jason Fortney** of **Pentair Aquatic Systems**, **Casey Gardner** of **No Worries Pool Care**, **Neal Holt** of **Blue Wave Pools**, **David Potts** of **Freedom Pool Service** and **Kris Neal** of **Zodiac Pool Systems, Inc.**

June also marked signage of a TPSC top priority bill. On June 14, Governor **Greg Abbott** signed Texas House Bill 2858 into law. This bill adopts the **International Swimming Pool & Spa Code (ISPS)**, 2018 edition, as the municipal swimming pool and spa code in Texas.





## NEWS & NOTES

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### AIMS presents awards during 2019 Golden Tickets

**Ronald E. Burback** was presented with the **2019 AIMS International Safety award** during the Golden Ticket Awards held Saturday, September 7, at Silverwood Theme Park in Athol, Idaho. The Award, presented to Ron by AIMS Executive Director, Mary Jane Brewer and AIMS board member, Roger Berry, recognizes a person or organization that has made a significant impact or contribution in improving safety in the amusement industry by demonstrating leadership, innovation, and foresight.

In presenting the award, Roger Berry commented that Ron, who, together with his wife and business partner, Beverly, is the owner of Funtastic Shows. Burback has had an illustrious career with many honors and recognition for his work in the amusement industry and in his communities. As part of the portable industry, Ron has been a leader of the Showman's League of America, OABA, the Carnival Guild, Northwestern Showman's Club, IAFE and AIMS. His focus on safety is evident in his work with ASTM F24 advocating for the portable industry.

Burback's professional background includes more than 35 years of operating Oaks Amusement Park in Portland, Oregon. Additionally, he has more than 50 years of experience operating carnival attractions at fairs, centennials, world fairs and festivals from North Pole, Alaska, to Memphis, Tennessee, and many stops in between. In 1997 he won a national award for producing the best festival in America.

Burback is currently an OABA Trustee, Finance Chairman for the Northwest Showman's Club and a member of the Legislative Committee for the Northwestern Showman's Club. He is a Shriner, a 3rd Degree Mason and a Knight of the Royal Rosarians. Ron enjoys being a community service volunteer, riding his Harley and is an avid book reader.

In accepting the award, Ron Burback remarked that he was honored to receive this award from AIMS, and shared some history about how safety has been an integral part of his business model from the very



**Amusement Today Publisher, Gary Slade (middle left) and Ronald E. Burback (middle right) of Funtastic were honored during the 2019 Golden Ticket Awards ceremonies with the AIMS Lifetime Contribution Award and AIMS International Safety Award, respectively.**  
AT/JOHN W.C. ROBINSON

beginning, when he started his company with Robert Bollinger in 1971. He went on to thank his wife, Beverly, for her support and passion for safety, as well.

Harold Hudson, the first winner of the AIMS Safety Award, announced the surprise recipient of **The AIMS Lifetime Contribution Award**, which was created in 2018 to recognize an individual or organization with outstand-

ing dedication and service to AIMS International. The 2019 award winner was **Gary Slade** of *Amusement Today* (AT).

When Harold took the podium he first thanked his wife, Betty Lynn, for her support of his career and went on to remark that Slade began his career at Six Flags Over Texas in 1978. Following many years of personally promoting the industry, he founded AT in

1997. Slade, as editor-in-chief of AT, has always focused on current events, safety, and positive developments in the industry.

Since its beginning, AT has included industry safety features, but starting in 2017, Slade dedicated a complete section of the paper to promoting safety by presenting timely safety articles from manufacturers, operators and industry experts.

Slade, a past AIMS board

member, also supports the industry uniquely through the Golden Ticket Awards, now a major industry event, the "Extra! Extra! Your Desktop Edition" providing "now" news to the industry, and the National Roller Coaster Museum and Archives a showcase for industry history typically highlighted by the manufacturers' role.

Slade has always supported the industry and is frequently contacted by media outlets and researchers regarding industry news, statistics and safety. He has always represented the industry credibly and accurately while promoting its true character.

Slade, who was a surprise recipient of this award, remarked that he has always valued safety in the amusement industry, and went on to share a story from early in his career, when he was a ride operator, that shaped his perspective and made him a huge proponent of safety and that caused him to advocate for safety every chance he gets. He thanked his staff at AT for their support and the AIMS Board Members for this illustrious award.



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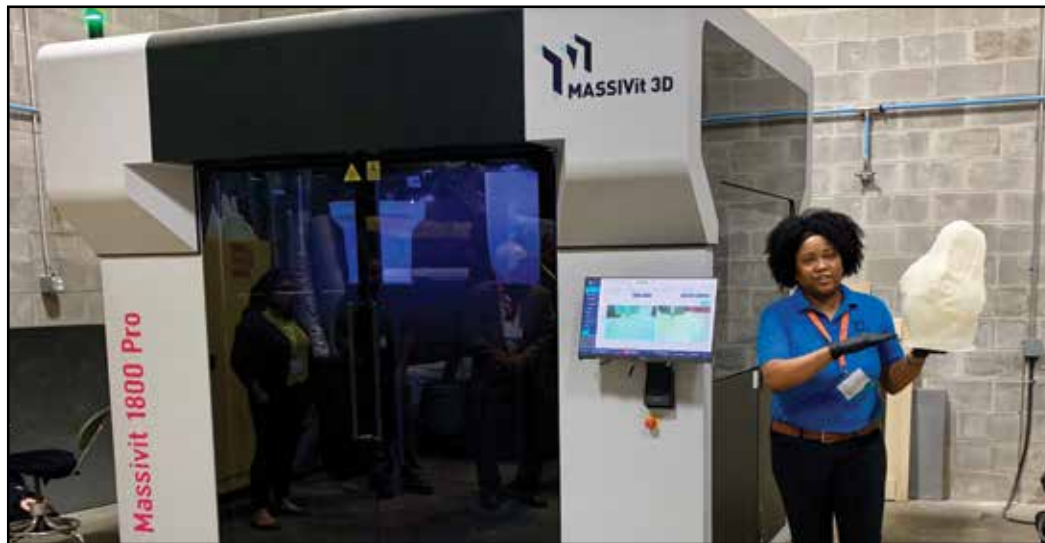


# Massivit 3D develops faster, large-scale 3D printing technology

AT: David Fake  
Special to Amusement Today

ORLANDO, Fla. — Massivit 3D Printing Technologies Ltd., recently showcased its revolutionary 3D technology in a presentation and demonstration at Bungalow Scenic Studios, one of the Israeli-based company's U.S. clients. Kevin Sykes, president North America, and Eyal Manzor, vice president of Global Sales, of Massivit 3D presented the development background and merits of their technology to potential clients at the half-day event.

The technology Massivit 3D utilizes is Gel Dispensing Printing (GDP), a proprietary process which the company touts as 10 times faster than the traditional printing method of other 3D printing companies. This revolutionary process is made possible through the dispensing of photopolymer gel strings which yields instant polymerization. Because the print is instantly curing through the application of nozzle-attached UV LED light, there is no need to print additional support structures, which saves money on material, time and waste. Additionally, Massivit 3D's technology allows for large-scale or "mega-scale,"



Leslie Bush (above) for Massivit 3D offers a 3D printing demonstration at Bungalow Scenic Studios. The Orlando-based facility is a full-service custom fabrication company. AT/DAVID FAKE; COURTESY BUNGALOW SCENIC STUDIOS

using the company's term, combined with the ability to print multiple items simultaneously within one printer.

Mark Gentry, Vice President/Owner, of Bungalow Scenic Studios said, "We compared several leading products before purchasing a 3D printer, and our decision to move forward with this technology was based on the speed Massivit 3D can produce a durable, finished product." At the conclusion of his testimonial, Gentry added, "Other

printers may offer a somewhat higher resolution at the moment, but time is money."

Massivit 3D Printing Technologies Ltd. was founded in 2013 and is headquartered in Lod, Israel. The company is a pioneer of large format 3D printing solutions spanning the advertising, retail, events, entertainment, interior design and architectural sectors. Leveraging its GDP technology, which enables rapid and cost-effective production of super-

sized, eye-catching 3D signage, displays and props.

Bungalow Scenic Studios, based in Orlando, is a full-service custom fabrication company. From corporate scenery to themed environments, they assist their clients in developing their ideas and bringing them to life. The company's departments include CAD/Rendering, Carpentry, Metal fabrication, Sculpting/Scenic fabrication, Design/Graphics, Logistics and Install. Bungalow has utilized Massivit



3D's technology to render many scenic and theming elements for most major theme parks, including Jack Jack and Edna Mode figures of Disney's *The Incredibles* for Disney's Hollywood Studios.

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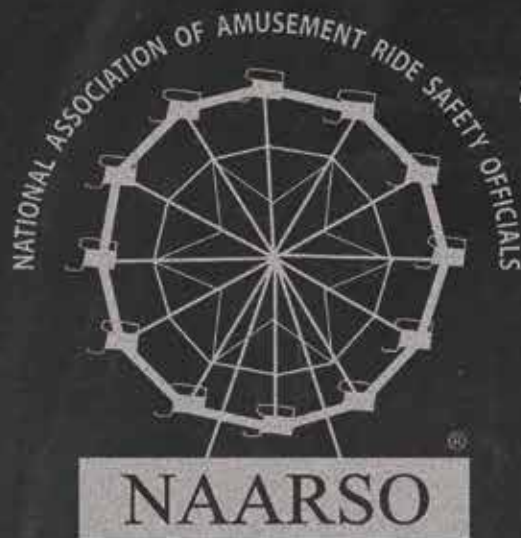
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### PACE Amusement Ride Safety Seminar

Oct 28-31 • Altoona Grand Hotel, Altoona, Pa.  
DelGrosso's Amusement Park, Tipton, Pa  
[www.paceseminar.com](http://www.paceseminar.com)

### Pennsylvania Amusement Ride Safety Seminar

Nov. 5-7  
Red Lion Hotel, Harrisburg, Pa.  
[www.paridesafety.com](http://www.paridesafety.com)

### IAAPA Expo 2019

Conference: Nov. 18-22 • Trade Show: Sept. 19-22  
Orange County Convention Center, Orlando, Fla.  
[www.iaapa.org](http://www.iaapa.org)

### IAFE Annual Convention

Dec. 1-4  
Henry B. Gonzalez Convention Center, San Antonio, Texas  
[www.iafeconvention.com](http://www.iafeconvention.com) • (417) 862-5771

## 2020

### AIMS International 2020 Safety Seminar

Jan. 12-17, 2020  
Galveston, Texas • (714) 425-5747  
[www.aimsintl.org](http://www.aimsintl.org)

### IAAPA FEC Summit 2020

Jan. 26-29, 2020 • Stone Mountain, Georgia  
Atlanta Evergreen Marriott  
[www.iaapa.org](http://www.iaapa.org)

### NAARSO 2020 Safety Fourm

Jan. 26 - 31, 2020 • Myrtle Beach, S.C.  
(813) 661-2779 • [www.naarso.com](http://www.naarso.com)



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- ARM Quasar.....\$99,000
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- Moser 25mt Tower (never used).....\$349,000

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Fantasy Amusement carnival provider in the Chicagoland area has an opportunity for the 2020 season, for an experienced **General Manager**, due the retirement of a 34-year employee and his wife.

Our OABA Circle of Excellence midway has served county fairs, festivals and community events for over 34 years and is a generational, family business.

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- ride operations experience,
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in complete confidence to:

Bill Johnson, Owner/CEO, [fac9090@comcast.net](mailto:fac9090@comcast.net).

[www.fantasyamusements.com](http://www.fantasyamusements.com)

## OPPORTUNITY



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### USA SALES MANAGER

For Intamin Ltd., a world's leading manufacturer of amusement and theme park equipment we are seeking for its Glen Burnie (MD) office a Sales Manager covering the USA and Canada.

#### RESPONSIBILITIES

- Perform sales visits to potential and current customers in USA and Canada.
- Building customer relationships and enhancing customer awareness of company products.
- Contract negotiation and direct closing of sales contracts based on company standards.
- Assisting with preparation of product documentation and presentations.
- Attend industry tradeshow and events.
- Provide feedback to the USA Director of Sales on new product development and customer expectations.

#### REQUIREMENTS

- Prior sales experience working directly with customers, preferably in equipment sales.
- Strong communication skills being persuasive, sales driven and customer focused.
- Demonstrated ability to develop engaged customer relationships being able to solve customer issues.
- Ability to prioritize and focus on important facts.
- Proficient computer user skills including MS Office and smartphones.
- Good organizational and time management skills.
- Willingness to travel up to 50% of the time with office based in Glen Burnie (MD).

Intamin is committed to hiring and maintaining a diverse workforce. Qualified applicants will receive consideration without regard to age, race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, veteran status, or disability.

We are looking forward to receiving your CV joined with your letter of motivation at [HR@intamin.com](mailto:HR@intamin.com).

Personal interviews will take place in the US directly with the responsible contacts at Intamin Ltd.

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# THUNDERBOLT

## THUNDERBOLT

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